G.R.S. IX-5]

Previous references.

E.A.B ~~5-17-20-1~~

1922

(G. M)

File No. 69-22

Serial Nos. 1

Later references.

GENERAL AND REVENUE SECRETARIAT.

Serial Nos. Cone

Part B for November 22

SUBJECT

Question of formation of a Publicity Bureau for Mysore

Sl 1) C2660
10.11.22

To The Compiler,
Blue Book Journal

States that it has been arranged to receive 6 copies of bulletins of the Madras Publicity Bureau & directs that the Clerk in charge of Newspaper Intelligence & Blue Book Journal will be responsible for publication & distribution of the bulletins to the Editors.

Printed on the Multigraph.

25/11/22

(For Disposal at a Meeting)

No. C. 510

1921-22.

GENERAL AND REVENUE SECRETARIAT.

Council Matter.

SUBJECT.

(Clause xii of the schedule.)

Question of formation of a Publicity Bureau for Mysore.

CIRCULATED TO THE MEMBERS OF COUNCIL.

By Order,

Chief Secretary to Government.

3rd May 1922.

Extraordinary Member of Council.

6110-116
3.5.22

First Member of Council.

Second Member of Council.

Third Member of Council.

G.R.S. III—3]

Routine Notes.

[To be used only for notes, requisitions, etc., not intended for permanent record.]

(1) Secretary
What do you say?
GRS

(2)
Such an arrangement is certainly desirable. A draft letter to the Editors of some newspapers is submitted for consideration.

It is a point for orders whether any of the English Journals must be approached at all. In respect of them, it is more than probable that the Editors will insist such bulletins as pass through their own irresponsible criticism on.

Therefore, the present appears to be hardly the stage when the drafts of the proposed notices should be written. In such a matter. The Mysore Chronicle is also probably best left alone.

Chairperson
Hon
GRS

Mysore Chronicle

Very likely
Some time
GRS
2/12

N.B.—Should routine notes be written on small slips, the notes must be copied, or slips pasted on this form.

GRS

G. R. S. III-2)

General and Revenue Secretariat. | File No. | of 19

Serial No.

From
The Secretary to the Resident
No. C/1579/429 dy. 10. 2. 1922.
Requests to be favoured with the views of the Durbar with regard to the publication bulletins issued by the Madras & Bombay Govt Publicity Bureaus. &c

To The Secretary to the Resident
No. 5219/P.P dy. 16. 2. 1922
With reference to the above, states that the Editors of certain newspapers are being approached on the subject and a reply will be sent after hearing from them &c.

To The Editors of -
1) Vokkaligara Patrike.
2) Prittanta Patrike
3) Mysore Star.
No. 5347-9/P.P dy. 28. 2. 1922
Enquires whether they can consent to devote some space from time to time regularly for publications referred to above

From The Editor. Prittanta Patrike
Letter dy. 1. 3. 1922.
States that they will co-[illegible]

NOTE—Contn. sheet.

G. R. S. III-2]

3501

General and Revenue Secretariat. | File No. of 19

Serial No.

with Govt in any scheme as may be suggested and find room for any matter which is worth while to circulate.

From The Editor, Vokkaligara Patrike. Letter No 182 dt 4.3.1922.

States that they will reserve one column in future for publishing any interesting matter from the bulletin.

4) for orders
Subd. No reply has yet been
27/3 5) received from the
Mysore Star
27/3
6)
Chapekar

27/3.

From

The Secy to the Resident- No 2921 dt 28/3/22 forwarding a copy of a letter dt 10/3/22 with enclosures from the Publicity Comr, United Provinces stating that the Govts of Madras & Bombay have been invited to furnish full information regarding the organisation of the Publicity Bureaus.

NOTE—Contn. sheet.

3878 (5)

3749

3501

3430

G. R. S. III-21

General and Revenue Secretariat. | File No. | of 19

Serial No.

1) Placed in files. Submit.
(PCO) Rs. 2m.
28/3/22.

2) Subd with refs

2/
C. 29/3 4)
Chiefly

Pm
30/3

11- Put up before Subn of Rs 2 lk re: Formation of Publicity Bureau for Mds

3) Prepare a draft reply to Revs communicating the willingness of the Govt. Patrika & the Hindu Patrika, subscribing the literature now sent. Also a reminder to Hyderabad

4/
3/4

From
The Secy to the Resident
No 3216 dd 2/4/22
Recd 8/4

Forwarding copies of certain papers recd from the Chief Secy to the Govt of Madras regarding the Publicity Bureau in Madras.
Subd with ref: to para 10 of the Notes supra with drafts.

Ch Sec

2/ Hom
C. 11/4

chief secy

8/4

NOTE—Contn. sheet.

G. R. S. III-2]

3875

General and Revenue Secretariat. | File No. of 19 .

Serial No.

The draft reply to the Resy is submitted for perusal before issue

Necessary Publicity Bureau steps may be adopted for the present, as it involves large extra expenditure

Lee
17.4.22

Dewan

DEWAN'S OFFICE.
Recd. on APR 17 1922
Reg. No. 5579

The conditions of labour in an Indian State are different from those in British India where unions have sometimes been abused in the sense that people will transport crowds from one place to another to get subscriptions. I am afraid that every week short paragraphs may be published giving highly unusual news - which may give India is used - the work carried on by one of the unions.

First two paragraphs the note may contain one thing & similar with regard to the Indian Union. The Union formed the

I General

Note - Contn. sheet.

6 months. Speech may be sent

G. R S. III-2]

3878

General and Revenue Secretariat. | File No. | of 191 .

Serial No.

husband gratefully & warmly
call of under - after
obtaining your approval
under which it may be
published -
Only accredited representatives
may be permitted inside
the room for the purpose
This staff may be drawn
from C. along with the
papers under ref

L
20/4

C.I. 115

Circulate -
15

NOTE—Contn. sheet.

7

(8

Extract from the Proceedings of the 611th *Meeting of the Council of His Highness the Maharaja, held at Mysore on the* 18th May 1922. *19*

---

306. Subject. - Clause xii of the schedule.

Question of formation of a Publicity Bureau for Mysore.

OPINION OF THE COUNCIL.

A Publicity Bureau is not needed for Mysore. The system of weekly Press Notes indicated in the Dewan's minute may be adopted. The supply of Government orders to individual newspapers may be discontinued, and all important orders of public interest published in the Gazette which may be supplied to Editors of newspapers in exchange for their papers.

(Signed) A. R. BANERJI,

Dewan of Mysore.

"EXTRACT"

Chief Secretary to Government.

Submitted to His Highness.

In connection with a communication recently received from the Residency* enquiring whether some of the Mysore newspapers could be induced to publish bulletins issued by the Madras and Bombay Publicity Bureaus, the question of forming a Publicity Bureau in Mysore was taken up under the orders of the late Dewan and papers relating to the constitution and work of these Bureaus in Madras and the United Provinces were obtained through the Residency.

* Flag Z.

This subject of having a Publicity Bureau in Mysore with a view to enable the public and the press to obtain correct information about official matters and to prevent misapprehensions and misrepresentations, has been mooted more than once in the past. In April 1921, a scheme was prepared in the Secretariat, but it was ordered to be deferred owing to the cost involved.*

* Fl. W.

When this matter came up to me, I noted* that the conditions of public administration in an Indian State are different from those in British India and a Publicity Bureau, however, desirable in British India seems unnecessary here, and I expressed the opinion that every week short press notes might be published giving important official news and abstracts of orders issued, and that the work could be done by one of the Assistant Secretaries.

pp. 5 & 6 of the notes.

The question was considered in Council on the 18th instant when the following resolution was recorded:-

"A Publicity Bureau is not needed for Mysore. The system of weekly press notes indicated in the Dewan's minute may be adopted. The supply of Government orders to individual newspapers may be discontinued and all important orders of public interest published in the Gazette which may be supplied to Editors of newspapers in exchange for their papers.

The object of the scheme is to make the State Gazette the chief medium of publishing official news of any general public interest and increase its usefulness as a means of educating public opinion. The Press should, by exchange, get a copy of the Gazette automatically. The supply of printed copies to Editors takes long time and causes unnecessary expenditure. It has failed to give satisfaction. The Press Notes system will give abstracts of important matters dealt with and no newspaper will then have any excuse for publishing garbled version.

The above resolution may be graciously approved. If the scheme is generally approved, further details will be worked out and action taken.

Bangalore,
21st May 1922.

21/5

CONFIDENTIAL.

Record of Cases submitted for the Orders of His Highness the Maharaja.

Subject.

Question of the formation of a Publicity Bureau for Mysore.

956

Order.

~~KRW~~

1/6/22

C510.

[12

G. R. S. III-2.]

General and Revenue Secretariat. | File No. ——— of 1921-22.

Serial No.

31. All urgent or confidential files returned with His Highness' orders may, in the absence of instructions or indications to the contrary, be ordinarily circulated to the Members of Council for perusal after the issue of orders.

33. The Secretaries concerned should see that orders in the cases referred to above are issued at once and that the files are returned immediately after to the Chief Secretary for circulation to the Members.

34. In all other cases, the files will first be circutated to the Members of Council at headquarters and then sent to the Secretariat concerned for the issue of orders.

Circulated to the Members of Council for perusal of His Highness' orders $\frac{\text{before}}{\text{after}}$ issue of orders. (*Vide* Rules 31, 33 and 34 or the Subsidiary Rules for the conduct of business of Council in the Manual of Council Rules and Procedure.)

Chief Secretary to Govt.

Through the Secretary to Government,

..... Department.

FIRST MEMBER OF COUNCIL

SECOND MEMBER OF COUNCIL

THIRD MEMBER OF COUNCIL.

NOTE.—Contn. sheet.

WD 923—GPB—500—3-11-21

G. R. S. 111-2]

3571 (3

General and Revenue Secretariat. | File No. of 19 .

Serial No.

Subd. for orders as to whether the draft in the file to the Residency may issue.

As the newspapers in which the bulletins are proposed to be published are all Canarese papers it becomes necessary to arrange for the translation of the bulletins to be published in those papers.

It is not known whether the intention of Govt. is to publish include the bulletins issued by the Madras and Bombay Govt. Publicity Bureaus in the Press rules proposed to be published in the Gazette.

W. As regards the question of publishing Press rules please see Devan's orders on the enclosed file.

2/ Nov 11/6.

2 A copy of the revised order re Press facilities, recently issued

2/ Nov 29/16

NOTE.—Contn. sheet.

Serial No.

The press notes contemplated in the recent G.o. are confined only to summaries of important orders of Govt & other official events of public interest. Their scope does not appear to include the bulletins that are published by foreign Govts. What the Residency desires is that these bulletins issued by the Publicity Bureaus of Madras & Bombay, should be published in the local papers so that the people of the State may be kept informed from time to time of the real political situation in British India.

Even if it is intended that the press notes should include summaries of such bulletins, it is rather doubtful whether the publication of such summaries, which are likely to be very brief, will serve any good purpose. If the bulletins are published in the Press notes in extenso, it is very problematical whether the representatives of all the papers will consider it advantageous to find space for the same in their papers. As suggested in the earlier notes, it is likely that some papers, who do not see eye to eye with Govt, in the views expressed in such publications, may withhold the information to write irresponsible articles & criticisms. Therefore, it appears to be the foremost importance to select the papers which can be approached in this connection

NO

NOTE—Contn. sheet.

3749 | 15
3878

G. R. S. III-2]

General and Revenue Secretariat. | File No. of 19

Serial No.

~~The Vokkaligara Patrike~~

The Vokkaligara Patrike & Vrittanta Patrike have already intimated that they have been receiving these bulletins from the Publicity Bureau Madras & making use of them to some extent & have further expressed that they will be glad to publish any matter which is of interest in these publications. No reply has been received from the management of the Mysore Star.

From the letter written by the Editor of the Vrittanta Patrike, it is inferred that copies of these bulletins translated into Kannada are sent to him for publication The Editor also states that the translation requires to be revised to make it readable by the public of Mysore & requests that such revision may be done before the bulletin is sent on for publication. Such a procedure will involve the appointment of a clerk well versed in Kannada translation & it is a point for consideration whether the State should bear the charges for the same. The Residency may perhaps be apprised of the facts & requested to ascertain whether the Publicity Bureau Madras, will bear the charges that may be incurred in this connection.

NOTE—Contn. sheet.

Chief Secy

G. R. S. III-2]

3825 [illegible]

General and Revenue Secretariat. | File No. | of 19

Serial No.

Issue the Work & the Zyme Stores & furnish
a Statement of the Stores Dr. when Ready
to
3/7
DS

Issued
4/7

Resubd with a typed draft - Do.
to the Residency -

4/7.
Caveat
DS 5/7

In permanche issue by
6/7
DS

Dewan's Office
Recd. on JUL 6 1922
Reg. No. 1242

7/7
Done
DS
7/7

To The Secy. to the Resident
No 138/PP dy 8.7.1922
Acknowledges the receipt of letters
dy the 28th March & 7th April 1922 and
adds that H. H.'s Govt have given up
the idea of forming a Publicity Bureau
in the State & and states also that as
regards the publications of

NOTE—Contn. sheet.

G. R. S. III-21

General and Revenue Secretariat. | File No. 411 of 19 . 3875 (17)

Serial No.

issued by the Madras & Bombay Bureaus the Editors of the Vrittanta Patrike, Mysore and the Vokkaligara Patrike Bangalore are agreeable to publish the publications.

From The Secy to the Resident
No. C/1997/429 dy 1. 8. 1922
With refree to the letter dy 8th July 1922, enquires as to how many copies would be required of each publication and whether English copies would do or whether it is essential that they should be in Kanarese.
Subd with a draft reply.

2/8 Chpsecy

To The Secy to the Resident
No. 602/P.P dy 4. 8. 1922
With refree to the above letter, states that 5 Copies of each publication would be required and that it would more convenient if the copies are in Kanarese.

NOTE—Contn. sheet.

G. R. S. III-2]

General and Revenue Secretariat.

File No. 760/41 of 19

Serial No.

From

The Secy to the Resident

No. C/2061/429 dt 26/8/22

Stating that the Govt of Madras have agreed to supply the bulletins issued by their publicity Bureau that the Bombay Govt were requested in the matter.

May be acknowledged with thanks.

(Sd) K. Su.
4/9

Draft put up -
4/9
C. 4/9

Please Special arrangements have to be made to distribute the bulletins promptly on receipt to the newspapers concerned. The B.B.J. may be entrusted with this work. The Rest may be ~~is~~ entrusted under the supervision of the Registrar.

The Recr will, if approved, be informed of this & requested to issue a formal C.M. if necessary.

Chd Secy
4/9

Issue draft C & send file to Recr
4/9

NOTE—Contn. sheet

G. R. S. III-2]

General and Revenue Secretariat.

PP File No. 955/0 of 19 760 [illegible]

Serial No.

To

The Secretary to the Resident
No. Pol. 220 dt. 7.9.1922.

dt. 26.8.22 Acknowledges the receipt of the letter referred to in 2nd supra re the supply of two bulletins issued by the Madras Publicity Bureau and requests to communicate the thanks of the Durbar to the Govt. of Madras for their having kindly agreed to supply the bulletins.

955/0

To the Regn with Compliments

7/9.

Put up draft ors.

7.9.22

Officer

Draft put up the distribution for the English Copy & the Urdu two Kannada copies have not been ordered. If approved this file may be referred to the Dy Registrar for note & return as it would enable him to correctly grasp the situation & the instruction of Govt.

9/9/22. I shall be glad if the Dy Regr will please take further action in the matter including the issue of a formal Ors if necessary

I am not in charge of B.B.J. 4.11.22

NOTE—Contn. sheet.

General and Revenue Secretariat.

G.M. File No. 69 of 1922

Serial No.

For favour of opinion as to whether the draft ~~on~~ as revised may issue.
Under Secretary C.B.
with compliments
CBB
4/11/22

Slight changes are suggested. What-
is wanted is that ~~some clerk should~~ the Under Secy. should distribute
them to the Regr for Electron and known persons when
~~they~~ they are received
Bm
4/11

Regr with the Compliments

Issue CBB 7.11.22

1 Do Issued C. 2660 & 10.11.22.

The Consular Blue Book Journal states that it has been arranged to receive 6 Copies of the Bulletins of the Madras Publick Bureau & directs that the Clerk in charge of Newspaper Intelligence & the Blue Book Journal will be responsible for distribution of the Bulletins to the Editors.

B

NOTE—Contn. sheet.

CB · 3430.

CONFIDENTIAL

D.O. No. C/1579/429

THE RESIDENCY,
BANGALORE.

18th February 1922.

DS 10/2/22 Ch. 35 Copy sent Please return when done

Dear Sir Kantaraj Urs,

The question is under consideration that the authorities in Coorg and the C & M Station of Bangalore should publish in local papers publications issued from time to time by the Madras and Bombay Government Publicity Bureaus. Mr. Barton thinks that possibly some of the Mysore papers might be induced to publish some of the publicity matter. He is of the opinion that it might be of great advantage to the Mysore Durbar, if the public could be informed from time to time of the real political condition of India. I am to request that the Resident may be favoured with your views on the matter. If the Durbar agree to adopt this course steps will be taken to procure the necessary publications from the Madras and Bombay Governments.

Yours sincerely,

To,
Sir M. Kantaraj Urs, K.C.I.E., C.S.I., B.A.,
Dewan of Mysore,
Bangalore.

5219
CB

Draft.

16/2/1922

Dear Major Plowden,

I am desired to acknowlege the receipt of your confidential D.O. letter No.C/1579/429 of the 10th instant, in regard to the publication of ~~publicity~~ bulletins issued by the Madras and Bombay Government Publicity Bureaus, and to state that the Editors of certain newspapers are being approached on the subject and ~~xxxxx~~ a reply will be sent after hearing from them Meanwhile, the Durbar wish to consider the question of organising a Publicity Bureau of their own ~~with a view to combat misrespresentation and misunderstanding in regard to the measures of Government both in British India and in Mysore~~.

I am to request that, if there be no objection, full information regarding the ~~organisings~~ organisation of the Publicity Bureaus of Madras ~~and~~ & the Central Provinces Bombay may be kindly obtained and furnished to the Durbar.

Yours sincerely,

Chief Secretary.

Major C.T.C.Plowden, I.A.,
Secretary to the Hon'ble
the Resident in Mysore.

5347-9/P.P. 28/2/22.

To

The Editor,
The Vokkaligara Patrika
The Vrittanta Patrika
The Mysore Star

Dear Sir,

Govt have under consideration a proposal to disseminate correct information about the State from time to time regarding the real political situation of India. They desire with this view to obtain bulletins issued by the Madras & Bombay Publicity Bureaus and distribute them to the local newspapers for publication. They are confident that they can generally rely upon your ~~kindly~~ Cooperation in such a matter. Before actually inaugurating the scheme, however I am desired to enquire whether ~~it suits~~ you can conveniently devote some space ~~periodically~~ from time to time regularly for such publications. ~~and~~ The publication of any particular bulletin will, of course, be ~~left~~ at your discretion and all that I am to ascertain whether as a general rule, you can find space for bulletins supplied to you by the Bureaus ~~of the Govt~~ or obtained by the Govt from them.

~~The favour of a~~ Yours very.

35594

LITERATURE DEPARTMENT

Editor: REV. E. STANLEY EDWARDS.
Publisher: MR. THOS. GOULD.
VRITTANTA PATRIKE.
MYSORE BRANCH CHRISTIAN LITERATURE SOCIETY.
MYSORE AUXILIARY INDIA SUNDAY SCHOOL UNION.

WESLEYAN MISSION

MYSORE CITY

March 1,1922

CB 35[illegible]

To

[illegible] R 1922

The Chief Secretary to Government.

Dear Sir,

In answer to your letter (No. 5347-9 dted 28-2-1922) I have the honour to say that we have for some time been in touch with the Publicity Bureau of Madras, and receive their bulletins regularly. We have made use of a considerable number of them already.

We shall be very glad to co-operate with Government in any such scheme as you suggest, and shall always do our best to find room for any matter you may think it worth while to circulate.

In this connection I venture to make a suggestion. T The Madras Bulletins are translated into a style of Kanarese which is not quite the language of the Mysore. When we have used these translations we have always had to make considerable alterations. If the scheme you suggest should mature, I think it would be necessary for you to have such alterations made in the form of the bulletins as would make them available for use in Mysore periidicals without further trouble.

I have the honour to be, Sir,

Your most obedient servant

E. Stanley Edwards

No. 182

35816 C.B. 3490.

GOOD MEDIUM for ADVERTISEMENT.

A Kannada Weekly Newspaper and widely circulated through-out the Mysore State and the surrounding Districts of Bombay and Madras Presidencies.

"Vokkaligara Patrike"

BANGALORE CITY.

4-3-22

6 - MAR 1922

Sir,

In reply to yours D.O.No. 5347-9 dated 28/2/22, we beg to state that we have been getting Bulletins from the Publicity Bureau, Madras and each whatever is ~~informed~~ found to be of interest to the Mysore Public has been published in our Patrika. We shall be glad to receive Bulletins from the Bombay, Bezwada also. We shall reserve one Column in future for publishing any interesting matter from the Bulletin.

We remain
Yours faithfully,
[illegible]
Manager

To,
The Chief Secy. to Govt.

CB 4/4 CB-3875

Letter No.2341-1, dated the 23rd March 1922, from the Acting Chief Secretary to the Government of Madras, Public Department, to the Hon'ble the Resident in Mysore.

---:0:---

D.20388

Publicity Bureau - Formation by the Mysore Durbar - Your letter No.2083, dated 2nd March 1922.

I am directed to enclose the following papers:-

(i) Copy of a letter from the Publicity Officer, Madras to the Education Commissioner, Indore, with enclosures.

(ii) This Government's Proceedings Nos.336 Revenue (Special) (War) dated 17th July 1919, 354 Revenue (Special) (War), dated 30th July 1919 and 445 Public, dated 16th July 1921.

REGD. REV. SEC. 64. 7 APR 1922

---:0:---

Pol. 1308 7/4/22

Mysore Resident's Office,

No. 3216 Dated, Bangalore 7th April 1922.

Copy, with enclosures, is forwarded with compliments to the Chief Secretary to the Government of His Highness the Maharaja of Mysore, for information.

[redacted]

SECRETARY TO THE RESIDENT.

BJ

(a7

Copy of the letter from the Publicity Officer, Egmore, Madras, To George S. Arundale Esq., Educational Commissioner, Indore, dated 1st March 1922. Roc. 2612-D

Your letter of the 13th ultimo to hand. I herewith forward a series of documents with regard to the working of this Bureau

No. (1) is a note on the Madras Publicity Bureau written by Mr. Gwynn for the benefit of the Bombay Publicity Officer. The following are my comments on it:--

The original Board has now been superseded by another Board, of which the fundamental idea is to represent the Legislative Council and the Madras members of the Legislative Assembly. There are 20 members altogether, of whom 8 are members of the Legislative Assembly, 12 are members of the Legislative Council. The remaining members are Mr Corley, Mr Worke, Mr C. Kandasami Chettiar, Subrahmany Ayyar (Head-master, Hindu High School) and the Raja of Kollengode. Editors of papers are not now included, because it was felt difficult to make a selection of a few, and if many had been included the Board would have been swamped.

Para 3. As the Non-co-operation propaganda has since been intensified, it has been necessary for the Bureau to do a certain amount of counter political propaganda. But in all such matters the Publicity Offic first secures the approval of the Board. I append a list of the leaflets we have published since Mr. Gwynn left.

Para 10. We have recetly developed the lecturing a good deal and have aimed at having one lecture each session of the Legislative Council, which normally is about once a month. The subject is usually some activity which requires the support of the Legislative Council. We have not done anything recently in the way of interviews.

NOTE ON THE PUBLICITY BUREAU.

The Bureau was called into being in July 1919. At present it consists of a Civilian officer (the Publicity Officer) of 13 years' standing with Board of 11 non-officials which advises and in part controls the Publicity Officer. The Board is composed of 4 Europeans and 7 Indians representative of different classes and different schools of thought. They are men who are taking on active interest in public affairs. Three of them are editors of newspapers and four others are or have been members of the Legislative Council. One editor of a Congress party newspaper was invited to join the Board, but he has not accepted the invitation. The Publicity Officer has under him a clerical staff costing Rs. 7,320 per annum. The full cost of his operations on the scale on which they are at present conducted will be about a lakh per annum.

2. His duties and methods of work are as follows:--

On the one side he sees all G.Os. which issue and other Government publications and he has to keep in personal touch with the Heads of Departments and with the Secretariat, in order to keep himself acquainted with the activities of the Government departments and to judge what might usefully be published. On the other side, he has to read the newspapers and keep in personal touch as far as possible with the Editors so as to be in a position to judge on what points further or fuller information is required by the Public. His Board also advises him on this point and so do his Honorary Correspondents in the moffusil about whom more will be said later.

3. As regards the matter which he publishes his discretion is limited in the following ways:--He must get the consent of the Head of the Department or the Secretariat when publishing anything rblating to the work of any Department of Government. On the other side, his publications must be such as will not be disapproved by the non-official Board attached to him. At the public conference which was held before the establishment of the Bureau, it was generally agreed that the Bureau should

not deal with controversial matter or at least that it should not forward political propaganda. It is of course difficult to define what is controversial and what is not. But in practice the necessity for obtaining the approval of a mixed non-official Board shows the Publicity Officer what can be published and what cannot.

Matter Published.

4. Acting within these limitations, the Bureau has so far found it possible to publish matter on the following subjects.

(a) Semi-political matter.

The terms of the peace; the cause of high prices; the measures taken by Government to control prices; the rumours of excessive import of foodgrains to England, the rumours of the continuance of war. On these subjects we have repeated ourselves freely to get effect.

(b) Matter relating to public health.

Simple instructions relating to influenza; the use of inoculation against cholera; simple instructions regarding the treatment of malaria, care of infants, cataract of the eye, Diabetes.

(c) Agricultural and Veterinary matters.

Advertisements drawing attention to the Publications of the Agricultural and Veterinary Departments available for free distribution to the ryots. A note on the reason for enforcing the Pest Act against the cotton Boll Worm in Coimbatore and a note on the result of the operation. Advertisements of the agricultural department's campaign against the Olapuzhu in Malabar and a mango pest in Salem.

(d) Miscellaneous.

In addition we have been able to give wide publicity to instructions on matters of public interest such as regulations relating to pilgrimage to Mesopotamia; the new type of 5 rupee currency notes etc.,

5. Publications on these subjects were in a very simplified from intended to be understood by the least literate

classes. In addition to these, the Bureau has brought out more advanced matter intended for the class of persons who generally read vernacular newspapers. Such are more advanced disquisitions on the causes of high prices, Mr. Andrews' views on the new Ceylon Labour Ordinance (which were in fact favourable) popularized abstracts of the administration reports of the Department of Industries, of the Salt Department, of the Abkari Department, of the Department of Fisheries, and of the Veterinary Department; a note on the objects of forest policy and forest management; a note on the work of the Agricultural Department during the last 9 years, Mr. R. C. Wood's account of the agricultural department's efforts for the improvement of the paddy crop, Mr. Sampson's note on the cotton crop a note on the entomologists campaign against insect pests in Kistna, an advertisemont of the organisation of the Southern India Health and Welfare Association. Advice to social workers explaining in what ways they can set about studying to improve village life. Specimens of the Bureau's publications are attached.

Method of publication.

6. It was intended at first to use the existing press as far as possible and wherever practicable this is still done. But experience is leading me to think that this is not the most effective means of publicity open to us; not that the press has been unwilling to publish anything we sent to it of a reasonable length. But if we cut our publication down to the length which will be useful for newspaper purposes, they will form too insignificant a proportion of the total matter printed in the press to have much appreciable effect. We cannot reasonably expect the press to curtail the space devoted to its news and its own views in order to give the Publicity Bureau room for what it desires to convey to the public. I am therefore coming to the view that leaflets will be our most effective means of publicity and we have been endeavouring to create an organisation to distribute and explain these leaflets. For this purpose, we can of course

use the officials in the Presidency and we are arramging to have our leaflets posted at all sub-registrars' offices and in the waiting sheds at all courts throughout the country also at all railway stations.

7. But the leaflets of themselves will not have their ful effect unless they are talked over, read out and explained to the illiterate part of the community. In order to get this done, we have started an organisation of non-official honorary correspondents of the Board. The following functions have been assigned to the Honorary correspondents:--

1. To distribute and explain to the public in his neighbourhood the literature issued from time to time by the Board.

2. To inform the Board of any subject on which he thinks fuller or more accurate information is locally required.

3. To advise the Board as to the adequacy or inadequacy of the measures taken to secure publicity in his neighbourhood and

4. Generally to assist the Board by bringing to the notice of the Board matters requiring attention and trend of public opinion.

8. The following class of persons have been invited to become honorary correspondents:--

(a) Missionaries throughout the Presidency. These are in close touch with Panchema Community.

(b) Non official Taluk Board Presidents, Chairmen of Municipalities and Union Panchayats.

(c) Secretaries of Co-operative societies.

(d) Secretaries of libraries.

(e) Heads of secondary schools and colleges.

(f) Secretaries of Bar Association.

(g) Sub Assistant Inspectors of Schools.

(h) Agents of the Bank of Madras.

(i) Leading Muhammadan gentlemen in the Presidency.

(j) Editors of newspapers.

(k) In addition, Collectors have been asked to furnish

the names of half a dozen non-officials in each taluk who are interested in public affairs. They have been asked to select men representative of different communities as far as possible.

(2) Besides those we are at present taking on freely as honorary correspondents almost any one who is sufficiently interested in public affairs to write and ask for the privilege, we enrol two or three new correspondents daily.

9. As a result we are now having about over five thousand honorary correspondents throughout the districts. Many of these men probably do no work beyond receiving the leaflets sent to them, but judging from the correspondence received a very appreciable percentage are interested and active. Besides helping to publish our literature, these correspondents give us an idea of the subjects in which real interest is taken in the mufassal. They also frequently give us the opportunity of clearing away their private misapprehensions regarding Government action. I think that this system of sending leaflets to honorary correspondents may make it possible to give the educated public in the moffusil a distinctly more favourable impression of Government Departments and their activities than they at present get from the vernacular press, and this can be done without doing anything that can fairly be called "propaganda".

10. The other branches of the work which the Bureau is attempting to take up are as follows:-

(1) Public Lectures. Trying whenver possible to get lectures delivered on problems of public interest whenever a suitable lecturer is available. It is only when a really good lecturer can be secured that this means of publicity is likely to be of much use. Dr Slater and Professor Anstey gave us lectures. We are also considering the advisability of lectures by Heads of Departments, on the work of their Departments and one experimental lecture was given which proved moderately successful. But there are difficulties

in this plan as the Head of a Department is naturally not a trained lecturer nor has he much time to spare.

2. Interviews. As an alternative to the last plan we have tried the experiment of interview between the heads of Departments and the Publicity Board on the work of the Departments. Part of the object in view in these interviews is to get some kind of personal contact between the Heads of Departments and the Newspaper editors. The fact that the edditors of the Indian Press see very little of the men responsible for the administration and have little or no knowledge of their personalities, is generally admitted. Roughly speaking, it may be said that an Indian editor seldom sees an official below the rank of a Member of the Executive Council. This fact inclines them to be more suspicious of the actions of the Departments than they would be if they had some know - ledge of the personalities and views of the men in charge and the general work of each department. For this reason, it would be an advantage if we had more of the Indian editors at the Board. But it may be possible to invite Editors who are not members of the Board to be presented at some of the interviews-

11. The Bureau is also establishing an Information Bureau to help enquirers in obtaining information regarding matters of public interest and Government's activities. We hope to be able to suppply information by indexing and arranging the more important publications both of the Local Goverrment and of the Goverrment of India and by keeping in charge of the Bureau a man with some intelligence and experience whose duty will be actively to assist enquirers in their reserachos by directing them to publications which are likely to be of use to them. As the Bureau is in touch with the Secretariat it can obtain information from the Secretariat Departments concerned where the question asked cannot be answered from the records indexed in the Bureau. If the information Bureau is well run, it may be possible to anwer the many simple requests for information which are now unnecessarily made in the Legislative Council.

12. The Bureau is also atempting to found a Library specially adapted for the use of jouranlists and publicists, Government officers and perhaps the more advanced university students who are beginning to take an interest in public affairs. ~~The Library will contain to take an interest in public affairs.~~ The Library will contain the Government publications or problems of public interest e.g., statistical returns and reports of the more important commissions and committees which have got from time to time. It will also contain recent books published in this and other countries dealing with public problems which are, or are likely soon to be, of interest in Madras. Public health questions, economics, currency, banking, co-operation, labour problems, treatment of criminals, education, housing and town planning are examples of the subjects on which we are trying to collect the most interesting modern literature. The aim of the library is to give Madras Journalists and publicists an opportunity of acquainting themselves with what has been thought and done in this and other countries on these problems. In addition, we hope to be able to make the library a meeting place to bring together representatives of different communities and different schools of thought. It is possible that ultimately a society for the study of social and economic problems and also a school for journalism might be developed and brought into connection with this library.

13. The above represents the work which we have done or which we are immediately endeavouring to do. We are of-course still in the experimental stage and I have been continually endeavouring to think of other means of attacking the problem before us and of doing more work . I must admit that the efforts so far have not been ambitious. The difficulty I think lies not in finding the means of publishing what we have to say, but in deciding what to say. I have already realised what Mr. Gennings has pointed out that in producing an effect, quantity and repetition is more important than the quality of what is said. But I think ~~our~~ non official Board

would strongly object to putting out the kind of stuff which Mr. Gonnings seems to contemplate and I am inclined to sympathise ~~which~~ with the Board in this. I intended however to try whether it is possible to take a hint from Mr. Gonnings and put out some simplified tracts explaining department by department the general organisation or action of Government. ~~I hope that in doing so it will be possible to put Government.~~ I hope that in doing so it will be possible to put Government in a favourable light whilst preserving a certain regard for the truth.

14. On the experience gained, I am inclined to think that if the embargo on controversial subjects were raised it would be possible to bring out a fairly effective fortnightly review in the vernaculars to be distributed to our honorary correspondents. But it would be necessary to distribute it gratis. This review might contain articles and extracts from other papers on more or less controversial matters putting the Government's point of view. Besides this, it could contain strightforward accounts of the work of the various Departments similar to those which we are now publishing as leaflets. The contents of this review would of course be bitterly criticised in the ordinary press. It would not be necessary to take notice of these criticisms in the review except when it was convenient to do so. If the review was well done, it might have a considerable effect in educating and influencing the more literate part of the moffusil public and through them their less literate neighbours. But if we brought out any such controversial review we should have to part sooner or later with some or all of the members of our non-official Board. We should also lose the co-operation of a certain number of honorary correspondents who are now inclined to help us. I would not recommend this step myself, at least not in the present conditions.

15. Curiously enough the only person who has pressed

upon me the desirability of embarking on a controversial policy was an Indian journalist who suggested that we should hire from all newspapers at advertisement rates a considerable space and combat the misrepresentations of the press in the space thus secured. This would be an indirect subsidy to the newspapers and it would be open to us to give up using any newspaper if its comments on our work were too disrespectful. I do not ~~xxxxxxxxxx~~ recommend this plan either.

16. It has been impressed upon me and I agree that the more non-official the Bureau is the better its chance of success and a Government officer of considerable experience advised me that our aim should ultimately to hand it over to purely non-official control. I cannot see how this is practicable. There is work for a whole time man, and I cannot see who there is ~~xxxxxxxxxx~~ to pay him except Government. But if the right journalist could be obtained and paid by Government, I am inclined to think he might be more successful than a regular Government Officer. On the one side, he would probably be able to press the publicity point of view more strongly on Government and the Heads of Departments. On the other side, he would find more to say and would probably be more ready and more ingenious in writing with incomplete knowledge. But the journalist must have a good knowledge of Indian conditions and pretty complete sympathy with the Indian point of view.

T.P.

1204

THE FUNCTIONS OF PUBLICITY.

So far as I can see from the experience gained, the proper functions of the publicity are as follows:--

To keep people aware of the objects which the Government and the different departments of Government have in view; to explain to them the methods which the departments use in seeking to attain these objects; to show that the Government Departments really are exerting themselves, when they are doing so; to explain the difficulties which some times prevent the Government departments (a) from doing everything people want done and (b) from doing things in the way people except to see them done.

Publicity can also help the work of the department by exciting interest in subjects like Sanitation and Agricultural improvement for which the departments require the co-operation of the people. It can also help the departments by directly conveying to the people the advice which the Technical departments have to give to them.

In these ways Publicity can do something, and I think has done something, towards promoting the co-operation between the departments and the people.

1. How can we do this more thoroughly?

2. Is there anything else that we can do?

To take point (2) first I don't quite see that there is much more that Publicity can do. I think Publicity is most likely to succeed by exercising a certain modesty and recognising its own limitations. It is no part of the function of the Publicity to suggest policy. That is what the Legislative Council and the Press are for. It has often been suggested that it is the function of the Publicity to bring the grievances of the people to the notice of the departments and Government. Occasionally Publicity may have an opportunity of doing this. The letters from our honorary correspondents give us fairly good idea of the subjects which are attracting most attention in this Presidency. But the

Daily Press and the Legislative Council are also fully equipped for performing this function, and I doubt whether it is wise for Publicity to go out of its way to compete with them in this respect.

It is sometimes assumed that the function of the Publicity is to act as a News Agency, to get the earliest news and publish accounts of any sensational happenings in the Presidency. I do not think this is one of our functions at all.

To go back to point No. (1) how can we do more effectively the work which we are already doing? i.e., explaining the activities of the departments to the Public and conveying to the public the advice which the departments have to give it. To do this we have to keep in touch with the public and be able to judge what they would like to have of the Departments' activities (b) to keep in touch with the Departments and know what they are doing. As to (a) the Board, the newspapers and our honorary correspondents keep me fairly in touch with the public as to (b) we ought perhaps to keep closer touch with the Departments? Could we do this by increasing the size of the Board by adding a few non-officials representing the different classes and interests and adding also Heads of the Departments whose activities are of most importance to the Public, e.g., the Director of Public Instruction, Director of Agriculture, Director of Industries, Superintendent of Veterinary Department, Surgeon General, Sanitary Commissioner, Chief Conservator of Forests. It would be difficult for these officers frequently to attend the Board's meetings. They might occasionally attend and in this way the members of the Board might be brought more into direct contact with the Departments and the Heads of Departments on their side might find it easier to judge that are the subjects upon which public wish for more information. I see arguments against the suggestion as well as arguments for it, and I am not sure whether it is advisable or not .

On the whole I think our plan of work through honorary correspondents has been justified by results, and by getting some

4 or 5 thousand people in the moffusil into direct touch with the Board, we have done something to increase the moffusilites knowledge of the objects and methods of the Government departments. I wish to continue the present system of working through the honorary correspondents and do what we can to stimulate their activities and keep alive their interest. The best ways of doing this is making our leaflets interesting both as to stybe and matter. In addition to this, something can be done by being careful to answer the enquiries of our honorary correspondents as sensibly as we can. These things I have been attending to, to the best of my ability, but there remains another way in which I hope to increase our honorary correspondents' interest in their work. I hope before long to get from the press printed lists of honorary correspondents and propose to send to each honorary correspondent a list of the honorary correspondents in his neighbourhood and to suggest to each man to get into touch with the neighbouring honorary correspondents and see whether they could not between themselves form local associations to promote the work of the Board by giving lectures and holding discussions on the subjects dealt with in our leaflets. It would be well if we could occasionally get into personal contact with our honorary correspondents, but the Presidency is too large to make this practicable. All that we can do, I think, is to get the honorary correspondents to get into touch with each other and to stimulate each other's interests. We should avoid, I think dictating from above any set organisation or plan of action to our honorary correspondents. We should leave it to them adopt what plant they themselves find most convenient. Some of them are even now travelling lecturing. I am sending this rough note round to the members of the Board and hope that the members will have leisure to give a little thought to the matter and to let me have any suggestions that may occur to them for making more useful the activities of the Bureau.

-oOo-

T.P.

No. II

3,000—31-3-21.

9

PUBLICITY BUREAU, EGMORE,
MADRAS,

*Dated*_____ 192

From

DR. GILBERT SLATER M.A., D SC , M.L.C.,
PUBLICITY OFFICER,
PUBLICITY BUREAU,
Egmore, Madras.

SIR,

I am directed by the Publicity Board to inquire whether you will be so good as to become an honorary correspondent of the Board. The functions of an honorary correspondent are—

(i) To distribute and explain to the public in his neighbourhood the literature issued from time to time by the Board,

(ii) To inform the Board of any subject on which he thinks fuller or more accurate information is locally required,

(iii) To advise the Board as to the adequacy or inadequacy of the measures taken to secure publicity in his neighbourhood, and

(iv) Generally to assist the Board by bringing to the notice of the Board matters requiring attention and the trend of public opinion.

If you are willing to become an honorary correspondent, please fill in and return the coupon below.

I have the honour to be,
Sir,
Your most obedient servant,
GILBERT SLATER,
Publicity Officer.

No _____

Name _____

Occupation _____

Language or languages in which leaflets should be sent. } _____

Full address _____

_____

Post Office _____

District _____

(*N.B.*—Please fill in the details legibly.)

No-IV

Classification of Honorary Correspondents.

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1. District Officers.
2. Presidents Dt. and Taluk Boards.
3. Chairmen ~~and~~ of Municipal Councils.
4. Union Chairman.
5. Educational Authorities.
6. Medical Officers.
7. Sub Registrars.
8. Co-operative Societies.
9. News papers.
10. Libraries and Reading Rooms,
11. Missionaries.
12. Lawyers and Bar Associations.
13. Mahomedans.
14. Landlords.
15. Firms Banks and Merchants.
16. Miscellaneous.
17. Village Officers.
18. Assoications and Clubs.
19. Retired Military Pensioners.

-oOo-

T.P.

No. V7

Government of Madras

PUBLIC DEPARTMENT.

G.O. No. 451, 18th July 1921.

Administration Report.

Publicity Bureau—Reviewed up to 31st March 1921.

READ—the following paper:—

Letter—from Dr. GILBERT SLATER, M.A., D.S.C., M.L.C., Publicity Officer, Madras.
To—the Chief Secretary to Government.
Dated—the 18th May 1921.
No.—R.O.C. 887-C.

I have the honour to submit herewith the Administration Report on the work of the Madras Publicity Bureau from its foundation up to the 31st of March 1921. The report was approved by the Publicity Board at its meeting held on 14th May 1921.

ENCLOSURE.

The Administration Report on the work of the Madras Publicity Bureau from its foundation up to the 31st of March 1921.

The Madras Publicity Bureau was called into existence in July 1919, in accordance with the general opinion expressed at a conference, convened by His Excellency the Governor and attended by representatives of the different communities, interests and shades of opinion. The Bureau was placed under the control of Mr. J. T. Gwynn, I.C.S., assisted by a Board of eleven non-official gentlemen.* Their names are given below:—

(1) The Rev. E. M. Macphail, M.A., B.D., C.B.E., M.L.C.
(2) Sir Mirza Abdul Husain Sahib Bahadur, *Kt.*, Khan Bahadur, M.L.C.
(3) R. W. Brock, Esq.†
(4) M. D. Devadoss, Esq., B.A., B.L.
(5) M.R.Ry. Rao Bahadur O. Kandaswami Chettiyar Avargal.
(6) „ K. Nageswara Rao Pantulu Garu.‡
(7) „ G. A. Natesan Avargal, B.A.
(8) „ Rao Bahadur T. Ranga Achariyar Avargal, B.A., B.L., M.L.A.
(9) J. F. Simpson, Esq., M.L.C.
10) Dr. Gilbert Slater, M.A., D.S.C., M.L.C.
(11) Raja Venganad Vasudeva Raja Avargal, C.I.E.

The Board elected the Rev. E. M. Macphail as its Chairman.

The Board's policy has been to make the work of the Bureau educative rather than propagandist. It has aimed, not at thrusting a particular set of ideas down the public's throat, but at inducing people to think for themselves and helping them and especially the villager, to get the rudiments of an education in civics, economics, hygiene and agriculture.

The work of the Bureau has accordingly been directed chiefly to the following ends:—

(1) Keeping the public informed of the activities of the Government Departments.

(2) Bringing to the notice of the public facts which influence the policy of Government and the departments in regard to matters intimately affecting the public, e.g., the rise in prices.

(3) Giving wide publicity to important official pronouncements of policy.

(4) Explaining in simple language the substance of new legislation and important executive orders, where this seemed necessary for the information of the public.

(5) Assisting the departments of Government, e.g., the Agricultural and Medical departments, to ensure that the advice which they have to give effectively reaches the public for which it is intended.

* Mr. S. Kasturi Ranga Ayyangar was invited but did not join the Board.
† Resigned on the 5th January 1921.
‡ Resigned on the 18th January 1921.

To achieve these ends 532 news slips were issued from the Bureau to the English and vernacular press in the Presidency during the period under review. On the whole the English and vernacular press have co-operated readily, even generously, in giving publicity to the news slips sent to them. But it soon became plain that it was desirable to reach wider and less enlightened circles than those which are now served by the press of this Presidency, while some subjects had to be dealt with at considerable length. The Board therefore decided to bring out simple leaflets in English and the vernaculars on a variety of subjects.

To secure the distribution of these leaflets throughout the mufassal the Publicity Board invited a large number of non-official gentlemen and ladies to act as honorary correspondents of the Board, asking them to help by keeping the Board in touch with the needs of the mufassal and by reading, distributing and explaining its leaflets. Invitations were sent to persons representative of all classes, professions, races, religions, castes, interests and shades of opinion. Special efforts were made to enlist the help of the teaching profession. The response to these invitations was very gratifying and as time went on more and more spontaneous applications for the Bureau's leaflets were received from all sorts and conditions of men, in all parts of the Presidency, from mufassal villages no less than from the Presidency town.

The Board has now succeeded in enlisting some 14,000 honorary correspondents mainly non-officials and its leaflets are now being sent to members of local bodies, schoolmasters, secretaries of co-operative societies, missionaries, secretaries of bar associations, libraries and reading-rooms, social service workers, ryots, traders, village officers and many others. The Board has always regarded interest in its work and not social status, wealth, age or education as the best criterion of an applicant's fitness for the position. It welcomes most readily the vernacular applications from remote mufassal villages which are becoming steadily more numerous. Valuable assistance has also been received from many district officers whose work brings them in touch with the people.

The number of leaflets issued up to 1st April 1921 was 138 and the more important subjects dealt with were as follows :—

Abkari—
- Administration.

Agriculture—
- General.
- Cholam.
- Cotton.
- Dividing up of lands.
- Insect-pests.
- Loans for agriculturists from Sirkar.
- Manure.
- Paddy cultivation.
- Sugarcane cultivation.

Census.

Civil and Criminal Justice—
- Village panchayat courts.

Depressed Classes—
- Lands for depressed classes.

Economics—
- General.
- Causes of high prices.
- Food control operations.
- Increased production.
- Currency and exchange questions.

Education—
- The Elementary Education Bill.

Emigration.

Fisheries.

Forest—
- General.
- Grazing.

Government Securities—
- Post office cash certificates.

Industries—
- General.
- Administration.
- Tanning.

Police.

Public Health—
- General.
- Child welfare.
- Cholera.
- Diabetes.
- Eye disease.
- Guinea-worm disease.
- Hook-worm disease.
- Influenza.
- Malaria.
- Plague.
- Other diseases.
- Sanitation.
- Students' health.
- Water-supply.

Jails and Criminals.

Local Self-Government—
- Village panchayats.

Politics and Administration—
- Duke of Connaught's speeches.
- Non-co-operation movement.
- The Reform scheme.
- The elections.
- Bolshevism.

Salt—
- Administration.

Social Service.

Veterinary.

War and Peace—
- Terms of the peace with Germany and Turkey.
- Madras services in the War.

In publishing leaflets on Health subjects the Board acts in co-operation with the South Indian Health and Welfare Association.

In choosing the subjects upon which leaflets should be issued the Board is much helped by its honorary correspondents in the mufassal, as their letters frequently indicate the subjects on which there is a demand for information. They also at times contain suggestions which can usefully be passed on to the departments of Government.

The number of leaflets distributed depends upon the nature of the subject dealt with and the manner in which it is treated. In all about 2,300,000 Tamil, 2,200,000 Telugu, 394,000 Malayalam, 250,000 Kanarese, 97,000 Urdu, 52,000 Oriya and 1,215,000 English leaflets were issued during the period under review.

Endeavours were made to make the Bureau useful to the public in other ways. An Information Bureau was organized which, as far as possible, helps enquirers to obtain information on any of the subjects dealt with by the various departments of Government. The Board has opened a library and reading room with the object of giving Madras publicists and advanced students an opportunity of making themselves acquainted with what has been thought and done in India and in other countries of the world on social, administrative, political and economic problems which are or are, likely soon to be, of importance in Madras. The publications of Government and the departments were advertised and sold by the Bureau. The utility of the library, reading room and sales department would be considerably increased if the Bureau were located in a more central situation, but the difficulty of securing good office accommodation in the busy parts of Madras is of course notorious.

The expenditure incurred by the Bureau during the year 1919-20 exclusive of stationery and printing was Rs. 43,320.

In the year 1920-21 the expenditure was Rs. 73,749. Receipts from sales effected by the Bureau amounted in 1919-20 to Rs. 52 and in 1920-21 to Rs. 2,495.

The work of the Bureau has been greatly handicapped by the difficulty experienced in getting leaflets printed promptly. Exclusive of the time taken by translation and proof correction a period of nearly five weeks is usually consumed in getting leaflets through the press. This makes it difficult for the Bureau to give useful information regarding a changing situation and the reports which it circulates of important public utterances and debates are often lamentably stale. The printing of the Bureau is done at the Government Press but it should be clearly understood that these remarks are not intended to convey any complaint of the work done for the Bureau by the Superintendent of the Government Press. On the contrary the Bureau owes a great debt of gratitude to the Superintendent for the efforts which he has made to meet the Bureau's requirements. Whenever the Bureau could fairly claim that precedence should be given to its work, the Superintendent of the Government Press has been prompt to recognize the claim and has spared no pains to put through the work. But the capacity of the Government Press is limited and as a rule the Bureau has to recognize that there are competing claims which must have precedence over those of the Bureau. In fact it is rare to find a month in which the energies of the Government Press are not fully absorbed in some special work of the first rate importance and urgency. For example during the last year the Bureau has had to allow its claims to be postponed to those of the elections, the Legislative Council, the Census and the Budget. This was inevitable but it seems right to make it clear that the Bureau cannot function with full efficiency, till the Government Press is in a position to guarantee to put through the printing of all ordinary leaflets within a maximum period of three weeks.

Order—No. 451, Public, dated 18th July 1921.

Recorded.

2. His Excellency the Governor in Council desires to place on record his appreciation of the work of Mr. J. T. Gwynn, O.I.E., I.C.S., who was in charge of the Publicity Bureau during the year under review. His Excellency in Council also desires to thank the non-official gentlemen including the many honorary correspondents who assisted Mr. Gwynn in his labours.

(By order of the Governor in Council)

N. E. MARJORIBANKS,
Acting Chief Secretary.

To the Publicity Officer.
Copy to the departments of the Secretariat.
Editors' Table.

Secret

44

PRELIMINARY DRAFT.

Second Administration Report of the Publicity Bureau for 1921-2.

The first administration Report of the Publicity Bureau covers the period from its beginning in July 1919 to March 31,1921. This Report was published in G.O. No. 451, Public, dated 18th July 1921, and gives a statement of the principles on which the work of the Bureau was carried on. Stress was laid on the fact that the policy pursued was to make the work of the Bureau educative rather than propagandist. During the year 1921-2 this has continued to be the aim of the Bureau, but in consequence of the growing intensity of the Non-co-operation campaign there has been a necessary increase in the proportion of publications issued intended to combat that movement. Nevertheless even in such publications mere propaganda has been avoided, and the aim has been to put in the hands of readers fair and accurate statements, and to make accessible to readers in vernaculars the full texts of the most important Government pronouncements.

At the beginning of the year the Bureau was under the control of Mr. J. T. Gwynn, C.I.E., I.C.S., assisted by a Board of Non-official gentlemen.

1. The Rev. E.M. Macphail, M.A. B.D. C.H.E., M.L.C.,
2. Sir Mirza Abdul Husain Sahib Bahadur Kt., Khan Bahadur,
3. M. D. Devadoss, Esq., B.A., B.L., Bar-at-law, M.L.C., M.L.C.,
4. M.R.Ry. Rao Bahadur O.Kandaswami Chettiyar Avl..
5. " G.A.Natesan Avl., B.A.,
6. " Rao Bahadur T. Ranga Achariyar Avl., B.A., B.L., M.L.A.,
7. J. F. Simpson, Esq. M.L.C.
8. Dr. Gilbert Slater, M.A., D.Sc., M.L.C.
9. Raja Vengamad Vasudeva Raja Avl., C.I.E.,

Mr. Gwynn went on leave on April 23, and his place was taken by Dr. Gilbert Slater, whose services were engaged for the period of one year. The Board also was replaced on 16th July 1921 by a new Board more directly representing the representatives of the

the electorate as follows:-

Member of the Council of State.

The Hon'ble Khan Bahadur A. K. G. Ahmad Tambi Marakkayar,

Members of Legislative Assembly.

M.R.Ry. Rao Bahadur T.Ranga Achariyar Avl., M.L.A.

" T. V. Seshagiri Ayyar Avl., M.L.A.,

Members of Madras Legislative Council.

M.R.Ry.Diwan Bahadur R.Venkataratnam Nayudu Garu, M.L.C.

Sir J.F.Simpson M.L.C.

Khan Bahadur Muhammad Usman Sahib Bahadur, B.A., M.L.C.,

Abbas Ali Khan Bahadur M.L.C.,

M.R.Ry. M.C.Rajah Avl., M.L.C.,

" B.Muniswami Nayudu Garu, M.L.C.,

" T.A.Ramalingam Chettiyar Avl., M.L.C.,

Rao Bahadur Dr. C.B.Rama Rao M.L.C.,

M.R.Ry. C.V.S.Narasimha Raju Garu, M.L.C.,

" Diwan Bahadur M. Krishnan Nair Avl., M.L.C.,

" Diwan Bahadur M. Ramachandra Rao Pantulu Garu, M.L.C.,

*M.D.Devadoss Esq., B.A.,B.L., Bar-at-law.

Others.

F. E. Corley Esq.,

M.R.Ry., Rao Bahadur O.Kandaswami Chettiyar Avl.,

" P.A.Subrahmanya Ayyar Avl., B.A.,L.T.,

F.E.L.Worke Esq.,

Raja Venganod Vasudeva Raja Avl., C.I.E.,

M.R.Ry.,Rao Bahadur T. Ranga Achariyar Avl., was elected Chairman.

The policy of the Bureau has continued, as it was defined in the first Administrative Report (G.O.No.451,Public,18th July1921) to be "educative rather than propagandist. It has aimed, not at thrusting a particular set of ideas down the public's throat, but at inducing people to think for themselves and helping them, and especially the villager, to get the rudiments of an education in civics, economics, hygiene and agriculture". But the condi-

*Since resigned as he was appointed as a judge of the High Court of Judicature, Madras, and M.R.Ry., T.Arumainatha Pillai Avl. M.L.C., has been nominated in his place.

conditions under which the work has been carried on have altered. On the one hand the Reformed Constitution has been in actual working throughout the year under report; on the other hand the virulence of the agitation carried on against Government has been greatly intensified, and has frequently taken the form of false and misleading statements. Hence much of the time of the Bureau has had to be devoted to the exposure of such misstatements.

The Work has been carried on by means of:-

1. Issue of news slips.
2. Publication of leaflets.
3. An Information Bureau.
4. Maintenance of a Library and Reading Room.
5. Lectures.

News Slips.

During the year 481 news slips were issued to the English and Vernacular press in the Presidency. These are sent to (1) All daily newspapers in the Presidency (2) All weekly newspapers of general interest i.e., all except religious and medical and other specialist periodicals. (3) All monthlies on E.T. list and all other monthlies which desired them.

They are issued in English only as vernacular newspapers are all well equipped for translation from English.

The aim in the case of news slips being the prompt supply of information to the press, they are issued by the Publicity Officer without previous consultation with the Board, but all news slips issued are reported to the Board, and discussed by it when it considers discussion necessary.

Leaflets.

Very early the original Board decided, as has already been reported "that it was desirable to reach wider and less enlightened circles than those which are now served by the press of this Presidency, while some subjects had to be dealt with at considerable length. The Board therefore decided to bring out simple leaflets in English and the vernaculars on a variety of subjects.

To secure the distribution of these leaflets throughout the mufassal the Publicity Board invited a large number of non-official gentlemen and ladies to act as honorary correspondents of the Board asking them to help by keeping the Board in touch with the needs of the mufassal and by reading, distributing and explaining its leaflets. Invitations were sent to persons representative of all classes, professions, races, religions, castes, interests and shades of opinion. Special efforts were made to enlist the help of the teaching profession. The response to these invitations was very gratifying and as time went on more and more spontaneous applications for the Bureau's leaflets were received from all sorts and conditions of men, in all parts of the Presidency, from mufassal villages no less than from the Presidency town. Throughout the year under report the number of Honorary Correspondents has increased steadily. On April 1st, 1921 there were about 14,000; by March 1st 1922 the number had increased to over 20,000.

Proposals for the issue of a leaflet are placed before the Board for consideration before issue, except in a few rare cases when the matter was urgent, and there could be no doubt about the approval of the issue by the Board. The leaflets issued or in course of issue are on the following subjects.

Civics & Political.

His Excellency Lord Sinha's speech at the opening of the Bihar and Orissa Legislative Council.

His Royal Highness the Duke of Connaught's speeches in Madras.

H.E. the Viceroy's speech at the opening of the Council of State and the Indian Legislative Assembly.

The Viceroy and the Turkish peace terms.

H.R.H. the Duke of Connaught's speech to the officers and men of the Indian Army and of the Imperial Service troops.

H.R.H. the Duke of Connaught's speech at the opening of the Council of State and the Indian Legislative Assembly.

The Troubles in the Punjab--Debate in the Central Legislature.
The Turkish peace terms--the alterations now proposed.
Co-operation and Non-co-operation.
A Diary of Hijrat.
The Indian Muslim deputation and the Turkish peace terms.
Dr. Rabindernath Tagore's letters on Non-co-operation.
Why we must pay taxes.
Apology by the Ali Brothers
Speech by the Viceroy-the Government's goal.
British policy in Muhammadan countries.

Holy places of Islam--False rumours contradicted.

The Government of India's budget for 1921-2.

Peace and Progress for India.

The Call of truth.

Our Royal Visitor.

Indian Territorial Force.

H.M.The King Emperor's message to India.

H.R.H.the Prince of Wales' first speech in India.

the Income-tax-a dialogue.

To Villagers:-the exchange value of the rupee and paper notes-some misrepresentations.

The Legislative Council Debates--February 1921.

The Madras Budget for 1921-2.

H. E. Lord Willingdon's advice to the Students of Pachiyappas.

Khilafat notes.

Troubles in Malabar and Madras.

The Malabar troubles-the Viceroy's speech.

The Moplah outbreak--Debates in the Central Legislature

Malabar and the Moplahs.

Malabar Relief Fund.

The Madras Legislative Council- Parts III & IV.

Village Panchayat Courts--Part II.

Round Table Conference.

Payment of Taxes.

Warning to Ryots.

Islam and the Empire-The Afghan treaty.

Health & Disease.

Rabies.

Advice in an Influenza Outbreak.

Cholera--Warnings and Instructions.

Baby Welcome Rooms.

Blindness amongst Babies.

Blindness amongst Boys and Girls.

Blindness amongst Men and Women.

Cholera-What it is and how to prevent it.

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Malaria-how to prevent it.

Help for Mothers and Babies.

Babies' Language.

Babies' food.

Babies' development.

How to handle a baby.

Care and Training of babies.

Consumption and other forms of tuberculosis.

Alcohol and Disease.

Elephantiasis.

Enteric fever and Dysentery and how they may be prevented.

Plague and Inoculation in Madura.

Insects.

Snake bite.

Hookworm disease.

Agriculture, Industry & Economics.

The Agricultural Department in North Arcot.

The work of the Agricultural Department in the year 1919-20. Parts I & II.

A Cholam Disease.

The Varam Lease.

Cultivation of Food Grains--fresh concessions.

Green-manure crops suitable for the Northern Circars and Ceded districts.

The Excessive sub-division of Agricultural holdings.

Cambodia Cotton and the Madras Agricultural pests and diseases Act.

Some uses of Prickly pear.

The Improvement of seed.

Industrial Development-speech by His Excellency the Viceroy.

Department of Industries, Madras.

The Agricultural Income of the Madras Presidency.

Strikes and Suffering.

Indian Cattle and the Veterinary Department.

Rinderpest and the Veterinary Department.

The Right to Strike.

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Manual and industrial training.

Forest exploitation and development.

Madras Commerce-speech by H.E. the Governor to the Chamber of Commerce.

Miscellaneous.

The New Postal Rates.

The Co-operative Movement.

The Madras Survey Department.

The Kallars.

Advertisement of the 1921 loan.

Night Schools.

The "Agency".

Temperance.

The Boy Scout Movement.

The Kistna Pushkaram festival.

The Rockefeller Foundation.

Housing of Madras.

The following leaflets on purely local questions were issued in particular districts.

A campaign against the rice hispa.

Cultivate more food grains (Ganjam Dt. Circular)

Modification of Government Servants' Conduct rules.

systematic cultivation of dry lands.

What has been done to fertilise the exhausted soil of the Tanjore Delta.

The conservation of cattle manure.

The Rajahmundry income tax case I & II

The spinning of High Counts.

Of some of these leaflets large numbers of additional copies have been supplied by special request and some have been in considerable demand outside the Presidency.

The number of copies distributed was

English	1,927,000
Tamil	2,224,000
Telugu	2,095,000
Malayalam	536,000
Kanarese	247,000
Oriya	76,000
Urdu	168,000

THE INFORMATION BUREAU.

In this division of the work the officer is assisted by the Librarian and Assistant Librarian. A system of recording and indexing information when received in such a way that it shall be readily available when asked for has been developed and has reached a high level of efficiency. In consequence a majority of the questions received can now be answered very promptly. But a considerable proportion require investigation and this is readily undertaken since in searching out particular facts asked for by an enquirer when these are not already available the Bureau itself in addition to acquiring knowledge on the particular question also sometimes is led to explore new sources of information. The number of queries received in writing in the year was 1,300. The great majority of these were answered, but in some cases the information asked for could not be obtained. A great number of queries were also received and answered orally or by telephone. The subjects of enquiry were very varied.

Library and Reading Room.

The number of books in the Library, which is limited to topics of civic interest was increased during the year from 1,010 to 1,345. The library is not yet as well known as it might be. Members pay a deposit of Rs. 5/ for one book or Rs. 10/- for two books borrowed at a time, and As. 8/- per month. There are 70 paying members. Selected daily and weekly papers and monthly magazines, Indian, English and American, are available for perusal in the reading room for the general public. In spite of its remoteness from the thickly populated parts of the City the reading room is well patronised. It is open on Sundays and on nearly all holidays as well as on other days.

Lectures.

The following lectures have been delivered in the large hall in Victoria Buildings, on the first floor:--

(1)"The Agency" by Mr. L.T. Harries, C.S.I., I.C.S.,
(August 5, 1921).

(2) "The Housing of Madras" by Mr.J.C.Molony, I.C.S., (October 18, 1921)

(3) "The Work of the Rockefeller Foundation" by Dr. Kendrick, (November 16,1921)

(4)"Vocational Training" by Mr. Fyfe, (December 15, 1921)

(5)"Modern Methods of Forest Exploitation" by Mr. Clive S. Martin, (December 17,1921)

(6) "Adult Education" by Dr. John Mathai (February 16,1922)

(7) "Infant Welfare Work" by Mrs. Virasinghe Chinnappa, (16th March 1922)

The attendance has been very satisfactory both in numbers and in quality, again in spite of the situation of the buildings

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T.P.

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Addendum to the draft Administration Report of the Publicity Bureau for 1921-2.

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In the accounts Mr. Gwynn's privilege leave allowance has been debited to the Bureau. Omitting this item the total expenditure from 1st April 1921 to 10th March 1922 amounts to Rs.85,655. Out of this sum the pay and allowances of the Publicity Officer was Rs.25,093, the pay of the office establishment amounted to Rs.13,449.× Office and general expenditure, which cannot be readily apportioned among the different parts of the work amounted to Rs.7,514. This includes all expenses connected with the arrangement of lectures. The special expenditure on books and periodicals for the library was Rs.1,512 and the special expenditure connected with the issue of leaflets amounted to Rs.38,087 (including Rs.31,875 incurred on Postage for despatch of leaflets)

The total receipts by the sale of publications, library subscriptions &c. amounted to Rs.2605/-.

× For 12 Months

Government of Madras

REVENUE (SPECIAL) (WAR) DEPARTMENT

G.O. No. 336, 17th July 1919

Publicity Board

Passing orders constituting a — in the Madras Presidency.

Order—No. 336, Revenue (Special) (War), dated 17th July 1919.

The Government have had for some time past under consideration the question of improving the arrangements in force for making available to the public the results of the researches and experiments of their scientific and technical departments and for keeping the public informed as to their actions and policy in general and, where necessary, as to the reasons underlying action taken. In view of the complexity of the whole subject, His Excellency the Governor invited a number of leading and representative gentlemen to discuss it with the Government at the Banqueting Hall, Madras, on the 5th July 1919. The various points in issue were duly discussed with the results indicated in the following paragraphs.

2. There was a general consensus of opinion that it was time that the present attitude of isolation on the part of the Government should be abandoned and that a strenuous effort should be made to effect a more intimate touch between the Government and their officers on the one hand and the Press and people on the other. It was further urged that much of the present criticism of Government was due to inaccurate or inadequate information and that the issue of correct information would have the effect of sobering criticism that is at present intemperate. It was further urged that the present service of communiqués is far too spasmodic and that a more permanent and regular organization is necessary. For this purpose it was generally agreed that it is essential to have a full-time Government officer assisted by a Board which would be largely non-official.

3. As to the nature of the Board, there was some difference of opinion, but the more general view appeared to be in favour of a comparatively small body. It was further thought that this Central Board should as soon as possible establish, in consultation with Collectors of districts, local Publicity Committees to represent particular localities, the duties of the committees being to bring to notice matters requiring attention and the trend of public opinion and to assist in distributing matter which was issued by the Central Board.

4. As regards the matters to be dealt with by the Board, stress was laid on the desirability of attention being given in the first instance to useful information. Among the departments concerned were mentioned those of Agriculture, Co-operation, Industries, Sanitation and Public Health. It was also agreed that news of any notable legislative and administrative developments in other countries should be collected and distributed.

5. On the question of interpretation of the actions and policy of Government to the people, there was some difference of opinion. On the one hand, it was urged that it was absolutely essential that such matters as the Reform scheme should be explained to the people in language they can understand. On the other, it was pointed out that it was not proper for a body which was largely non-official to explain the policy of the Government. It was generally agreed, however, that it was proper for such a body to undertake the dissemination of such explanations as the Government might see fit to issue and this is all in the shape of direct explanation that the Government would desire the Board to undertake. The Government,

however, observe that there are many subjects of great importance and interest which cannot be usefully discussed if controversial questions are to be entirely avoided. Instances of such subjects are the advancement of education, the industrial development of India and the past and present economic condition of the country. There is no question that the political education of the country at present suffers from the fact that the popular view on such subjects is too exclusively presented in the Press, while men who have expert knowledge of the problems to be solved are rarely called upon to put their conclusions before the public. The Government think therefore that the Publicity Board could do useful work by securing on the one hand the writing and on the other the publication of articles by gentlemen with special knowledge in cases of this kind. Such articles would ordinarily be published under the names of their authors.

6. As regards the manner of issue of the information which it was decided to put forward, opinion was strongly against a Government newspaper—a conclusion which the Government accept. Great stress was laid on the necessity for whatever information was given being couched in effective, simple English and, where necessary, translated into the vernaculars The means of dissemination suggested were the existing Press, pamphlets and leaflets. Great stress was laid on the necessity for ensuring effective dissemination of leaflets by means of the village agencies, schoolmasters, dispensaries, post offices and local committees.

7. The meeting approved a proposal that the central organization should also work through lecturers and that the local committees should maintain magic lanterns and keep themselves informed as to the public halls, etc., available so as to have facilities ready for arranging tours of gentlemen who might be engaged to lecture on particular subjects.

8. There was also a decided feeling in favour of the proposition that there should be maintained in Madras a large central bureau of information at which the officer in charge of the publicity arrangements should keep a library and periodicals relating both to local affairs and to legislative, administrative and other developments in other parts of the world and should himself be available to give information to editors and the public generally both on Government matters and upon other matters of public interest.

9. Since the 5th July, the Government have given their most earnest consideration to these important issues. They find themselves in general agreement with the views expressed at the meeting of that date and resolve as a first step towards giving practical effect thereto to establish a Publicity Bureau. The Government officer who will be in charge of the Bureau will be Mr. J. T. Gwynn, I.C.S. He will be assisted by a Board of which the following gentlemen have been invited to become members :—

Mr. R. W. Brock.
Mr M. D. Deva Doss.
Khan Bahadur Mirza Abdul Husain Ispahani.
M.R.Ry. Rao Bahadur O. Kandaswami Chettiyar Avargal.
M.R.Ry. S. Kasturiranga Ayyangar Avargal.
The Raja of Kollengode, C.I.E.
Rev. E. M. Macphail.
M.R.Ry. K. Nageswara Rao Pantulu Garu.
M.R.Ry. G. A. Natesan Avargal.
The Hon'ble Rao Bahadur T. Ranga Achariyar Avargal.
Dr. G. Slater.

10. It is not proposed at present to attempt to lay down detailed lines of working for the Board. The Government recognize that the whole subject is one of great difficulty and that the best lines of development can only be worked out by experience. They therefore leave the question of the form of such publications as it may be decided to issue, the relations of the Board with heads of departments and the best arrangements for dissemination of matter which it is decided to communicate to be worked out by Mr. Gwynn and the Board as time may show best.

11. In conclusion, His Excellency the Governor in Council desires to acknowledge the good feeling which was so generally manifest at the meeting of the 5th instant and to express his earnest hope that all sections of the community will co-operate freely with the newly established Publicity Board and with Mr. Gwynn whose labours cannot fail to be materially lightened and assisted if they can rely on public sympathy and support.

(True extract)

A. Y. G. Campbell,
Acting Secretary to Government.

To all the Members of the Publicity Board.
,, the Board of Revenue (all Departments).
,, all Collectors and District Magistrates.
,, all heads of departments under Revenue (Special) Department.
Copy to the Departments of the Secretariat.
Editors' Table.

Government of Madras

REVENUE (SPECIAL) (WAR) DEPARTMENT

G.O. No. 354, 30th July 1919

Publicity Conference

Recording proceedings of a Conference regarding Publicity in relation to Government activities held at the Banqueting Hall, Government House, Madras, on Saturday, the 5th July 1919

READ—the following paper :—

Proceedings of a Conference regarding Publicity in relation to Government activities held at the Banqueting Hall, Government House, Madras, at 11 a.m. on Saturday, the 5th July 1919.

A Conference was held at the Banqueting Hall, Government House, Madras, at 11 a.m. on Saturday, the 5th July 1919, to consider the question of publicity in relation to Government activities. Invitations had been issued to a large number of representative gentlemen throughout the Presidency including officials, members of the Legislative Council, missionaries, Muhammadans, editors of newspapers and others to attend the Conference. The Conference was presided over by His Excellency Lord Willingdon. Among those present at the Conference were the following gentlemen :—

His Excellency Lord Willingdon (*presiding*).
The Hon'ble Diwan Bahadur P. Rajagopala Achariyar, C.I.E.
The Hon'ble Mr. L. Davidson, C.S.I.
The Hon'ble Mr. C. G. Todhunter.

(1) *Journalists.*

Mr. A. E. Lawson, Editor, *Madras Mail.*
Mr. R. W. Brock, Editor, *Madras Times.*
Mr. G. S. Arundale, Editor, *New India.*
Mr. G. A. Natesan, Editor, *Indian Review.*
Rao Bahadur O. Kandaswami Chetti, Editor, *Social Reform Advocate.*
Rao Sahib S. M. Rajaram Rao, Editor, *Wednesday Review.*
Mr. L. Anantha Ayyar, Editor, *Hindu Nesan.*
Mr. M. Muniswami Mudaliyar, Editor, *Ananda Bodhini.*
Mr. K. Nageswara Rao, Editor, *Andhra Patrika.*
The Rev. J. A. K. Walker, Editor, *Ravi.*
The Rev. H. Spencer, Editor, *Vrittanta Patrika.*
Muhammad Abdul Latif Sahib, Editor, *Jaridah-i-Rozgar.*
Saiyid Muhammad Abdul Qadir Sahib, Editor, *Mukhbir-i-Dakhan.*
Mr. K. C. Desika Achariyar, Editor, *Local Self Government Gazette.*
Mr. K. C. Mammen Mappillai, Editor, *Malayala Manorama.*
Mr. K. B. Ramanathan, Editor, *Madras Bulletin of Co-operation.*

(2) *Muhammadans.*

The Hon'ble Khan Bahadur Mir Asad Ali, Imperial Council Member, Madras.
Khan Bahadur Muhammad Bazl-ul-lah Sahib Bahadur, Revenue Officer, Corporation of Madras.
Khan Bahadur Lalji Walji Set, Merchant, Madras.
Khan Bahadur Muhammad Abdul Kuddus Badsha Sahib, Madras.
Shifa-ul-Mulk Zain-ul-abidin Sahib Bahadur, Madras.
Khan Bahadur Mirza Abdul Husain, Persian Consul, Madras.
Muhammad Usman Sahib Bahadur, Madras.
The Hon'ble Khan Bahadur A. T. G. M. Ahmad Tambi Marakkayar Sahib Bahadur, Negapatam.

(2) *Muhammadans*—cont.

Khan Bahadur Muhammad Habib-ul-lah Sahib Bahadur, Vellore.
Khan Bahadur S. M. V. Oosman Sahib Bahadur, Collector of Guntūr.
Moulvi Muhammad Abdul Rahiman Sahib Bahadur, Shatir, Ahmir Mal, Royapetta.
Moulana Abdus Subban Sahib, Merchant, Philip Street, Madras.
C Abdul Hakeem Sahib, Merchant, Madras

(3) *Officials (other than Muhammadans).*

Mr. E. S Lloyd, I.C.S.
The Hon'ble Mr. R. Littlehailes, Director of Public Instruction.
Mr. A. R. Loftus-Tottenham, I.C.S., Collector of Madras.
Mr. T. E. Moir, C.I.E., I.C.S., Director of Civil Supplies.
Mr. R. W. Davies, I.C.S., Director of Industries.
Mr. P. Hannyngton, Deputy Inspector-General of Police.
Mr. P. B Thomas, Inspector-General of Police.
Mr. F. Armitage, Commissioner of Police, Madras.
Mr H. O. Kershaw. Professor, Presidency College.
The Hon'ble Mr. S. Srinivasa Ayyangar, Advocate-General.
Mr. B. Rama Rao, Senior Translator.
Mr G. F. Paddison, I.C.S.
Mr. L. T. Harris, I.C.S., Member of the Board of Revenue.
Mr. Cecil Wood (Agricultural Department).
Mr. H. H. Burkitt, I.C.S., President, Corporation of Madras.
The Hon'ble the Surgeon-General G. G. Giffard.

(4) *Missionaries.*

The Rev. E. M. Macphail, Madras.
The Rev. C. H. Monahan, General Superintendent of the Wesleyan Mission, Madras.
The Rev. D. G. M. Leith, Kellett High School, Madras.
The Rev. Mr. Chandler, American Madura Mission, Madras.
The Rev. Mr. Passmore, Christian Literature Society, Madras.
Mr. D F. McClelland, General Secretary, Y.M.C.A., Madras.
Dr G. W. Hardie, Mission Hospital, Conjeeveram.
The Rev. W. M. Zumbro, Principal, American College, Madura.
The Rev. Dr. L. R. Scudder, American Arcot Mission, Vellore.
The Rev. G. A. Rupley, American Evangelical Lutheran Mission, Guntūr.
The Rev. R. W. Peachy, C.M.S. of Bezwada, Kistna district.
The Rev. Father Bertram, S.J., St. Joseph's College, Trichinopoly.
The Rev. A. C. Clayton, Editor of the late *War News*, Kodaikānal.
The Rev. Dr. Lazarus, Vepery.

(5) *Legislative Council Members (other than Muhammadans and officials).*

The Hon'ble Most Rev. John Aelen, Madras.
The Hon'ble Sir Gordon Fraser, Madras.
The Hon'ble Mr. J. H. Thonger, Madras.
The Hon'ble Mr. T. Richmond, Madras.
The Hon'ble Rao Bahadur T. Ranga Achariyar, Madras.
The Hon'ble the Raja of Pithāpuram.
The Hon'ble the Prince of Arcot.
The Hon'ble Mr. Kavalappara Muppil Nayar, Malabar.
The Hon'ble Mr. A. S. Krishna Rao, Nellore.
The Hon'ble Diwan Bahadur A. Subbarayalu Reddiyar, Cuddalore.
The Hon'ble Mr. K. Sadasiva Bhat, Mangalore.
The Hon'ble Rao Bahadur V. K. Ramanuja Achariyar, Kumbakonam.
The Hon'ble Diwan Bahadur K. Suryanarayanamurti Nayudu Garu, Cocanada.
The Hon'ble Sir Fairless Barber, *Kt.*, Ootacamund.
The Hon'ble Rao Bahadur S. R. M. Annamalai Chettiyar.

(6) *Others.*

Mr. A. J. Leech, Madras.
Mr. F. E. L. Worke, Madras.
Mr. H. Young Necker, Bishop Corrie High School, Madras.
Diwan Bahadur P Thyagaraya Chetti, Madras.
The Zamindar of Chellapalli, Madras.
Mr. V. Tirumalai Pillai, Attorney-at-Law, Madras.
Rao Sahib G. Subbayya Chetti, Madras.
Mr. Devadoss, Bar.-at-Law, Madras.
The Raja of Koilengode, Malabar.
Diwan Bahadur D. Seshagiri Rao Pantulu Garu, Cocanada.

6) *Others*—cont.

Rao Bahadur N. Subba Rao Pantulu, Mangalore.
Diwan Bahadur T. Desika Achariyar, Trichinopoly.
Mr. C. Vijayaraghava Achariyar, Salem.
Diwan Bahadur P. Kesava Pillai, Gooty.
M.R.Ry. M. Suryaprakasa Rao Pantulu Garu, Pleader, Ellore.
Diwan Bahadur L. A. Govindaraghava Ayyar.
M.R.Ry. N. Subba Rao Pantulu Garu, Rajahmundry.
Mr. P. A. Subrahmanya Ayyar, B.A., L.T., Headmaster, Hindu High School, Triplicane.

His Excellency the Governor opened the proceedings and invited a general discussion on publicity in relation to Government activities. In doing so, he said:—"First of all, I hope you will allow me to express my sincere thanks for the ready manner in which you have accepted my invitation to attend what I think is a very important, and I hope will be, a very useful meeting. Perhaps you will allow me to make a sort of preliminary remark and to say that I look upon this as a purely business gathering. I hope that all our speeches will be of a brief character, of a concise character and of a character very much to the point, and I shall endeavour to set a good example in my preliminary remarks; I shall make them as short as possible. I have asked you, gentlemen, to come here, representing as you do, many interests and occupations in this city and in this Presidency, in order that we may secure your advice and guidance with regard to the decision on a particular matter as to which the Government have come to a final determination only a few weeks ago. The Madras Government have decided that in order to give fuller information to the general public not only on matters of local administration, though this of course is extremely important, but also I hope on questions of general and imperial interest, some form of organization is necessary in order that we may give more wide publicity to our various activities. I think it is true to say that the Publicity Bureau which was instituted during the war gave considerable satisfaction to the general public, and I am certain that I can claim that these admirable reports which have recently been issued by the Director of Civil Supplies giving full information with regard to the condition of food supplies in various parts of the Presidency have met a very real want. Let me repeat that I have asked you to come here for your advice and guidance as to how best we can achieve the end we have in view.

"Let me in a very few words express the main reasons why the Government have come to this final conclusion. I need hardly say that with the increase of education, must come an advance in public opinion, and very naturally an increasing desire on the part of the population to have much further and wider information with regard to all that we are doing under the various heads, in various departments, that form our general administration. I must frankly admit here—and let me observe I am expressing my own personal opinion—after an experience of some years in the Bombay Presidency that I think our system of administration is faulty in this respect particularly, that we are too much inclined to go on with our work without saying much to the public of what we do and without taking the public very seriously into our confidence; and I do feel that the public have every right to urge that they should be kept more fully informed as to what is going on. It is perfectly true that we have our Legislative Council meetings from time to time, but they are, I think I may truly say, rather few and far between. They do give opportunities when Honourable Members can criticise the Government, can ask questions of the Government, and move resolutions in regard to particular matters of interest. But until those happy days arrive when we shall, as in England, sit *de die in diem* for many months together and enjoy our Parliamentary session, I think that some form of publicity is essential. Let me add it is not only to the general public that this organization will be of use, but I think it will be also extremely useful to the officers of various departments, particularly those in the districts; for I do not think they are sufficiently kept informed of everything that is done at the headquarters of the Government. Let me here again say that is my personal point of view; I hope very much that in future there will be an established habit, an established custom, among high officers, if it is not the custom hitherto, to speak and to explain to the people in their various districts much more freely than they do now, many matters of interest either to the districts or on general questions. I feel perfectly certain that, if they do this much more than at present, they will increasingly secure the confidence and co-operation of those under their care.

"There is another reason which is a rather important one; that is this: I think it is most important that accurate information on all public questions should be available to the press whose influence upon and criticism of Government actions should be a most important factor in our public life. It is with the greatest regret that during the first few months of my taking over the headship of the administration of this Presidency, my Government have felt bound to take special action under the Press Act against certain presses. I assure you of this that no one dislikes more than I do—I hope my record in Bombay will prove this—nobody dislikes more than myself any fettering of the complete freedom of thought and of opinion in any newspaper or any individual. Within the last few weeks I have had an opportunity of what I think I may call a very frank and free conversation with certain leading editors of newspapers. I hope and believe that that conversation was of mutual advantage to us both. For myself, I can truly say that I have learnt more of the difficulties that the press is labouring under at the present moment, difficulties which

I hope, as a result of this discussion, may be very largely smoothed away. I hope and believe that the press will more than ever before realize that their influence is great and how tremendous are their responsibilities to the public, especially in times of serious disturbance and agitation. May I hope that as a result of that conversation they have realized that the Government have got their difficulties and their responsibilities too.

"In this connexion, I should like to make one purely personal observation. I have seen it stated in the press—I am not going to quote the exact words—but it is a statement very often made when I was in the Bombay Presidency that this unfortunate Governor with a broad and liberal mind is being dragged at the tail of the chariot of his three bureaucratic colleagues, and he is doing things which are entirely against his wishes under the Press Act. I should like it to be perfectly definitely understood once and for all that, so long as I am the head of the administration of the Madras Government, I take the fullest responsibility for all Government actions of whatever kind or description. My views on the future of India are very well known to you all. My desire to forward all reasonable hopes and aspirations of Indians has never been disguised. But I am determined that, as far as in me lies, I will not allow the splendid loyalty of this Presidency which has stood the test of long years and many anxious times to be undermined by any undesirable speeches or writings (cheers). Let me in conclusion with regard to this matter repeat what I said to the Madras Corporation in reply to their address. I said, I felt and I shall always feel that the Government of any country or province should expect criticism, should welcome criticism, but it has a right to demand that that criticism should be accurate and fair. Now, gentlemen, in placing my position very frankly before you this morning, I want to add one word and one word only, that I cannot believe that all that I have read in the press is written out of cavilling intolerance, of Government or an antagonistic point of view. I hope very much when this organization is set on foot, we shall find that the fault is to some extent due to the fact that the Government have not given sufficient opportunity for the public to get proper views and that in future we shall have no cause for taking exception to anything written in newspapers.

"Now, gentlemen, I said I was going to be brief and I shall come down to business. You have every one received some weeks ago a statement by the Government giving a sort of general description of the discussion to-day and you will find that this is put down on the agenda under various heads in order that we may concentrate our attention on particular points. Let me shortly tell you how I propose to regulate the discussion. I shall ask any gentleman who wishes, after I have resumed my seat, to express his views on the general proposal to organize a publicity board of some kind. May I repeat the warning or rather the suggestion that I gave at the beginning of my remarks, that I hope that the discussion will not be of a discursive character but will be brief and we shall keep to the points on the agenda. I do not propose to take any vote on these various points on the agenda. We shall take the sense of the meeting generally and that will be for the guidance of the Government when they come to consider what is the best line to be taken. If there is any particular point that we have not raised in the agenda that any gentleman wants to bring forward, I hope he will do so. I will only add in conclusion that I do sincerely hope that, as a result of our conference, we may arrive at a satisfactory solution of this question, and we may start an undertaking which will give increasing confidence to the public and provide the people with ever-increasing opportunities of knowing all about the particular matters with which they are intimately concerned (cheers)."

Mr. G. A. Natesan.—"Your Excellency, speaking on my own behalf, I welcome the idea of a publicity board. As pointed out in Your Excellency's preliminary observations, there is absolutely no doubt that in the past there was a good deal of ignorance in understanding official acts. I do believe that the establishment of a permanent organization like a publicity board will do a great deal to smoothen public affairs so far as the relations between journalists and officials are concerned. I venture to make an observation, which I have made very often whenever it has been my privilege to speak with officials, that secrecy is the bane of our system of administration. I believe, therefore, that Your Excellency's exhortation that district officials should avail themselves of more opportunities to speak to the people and they should explain more freely to the people will serve a great deal to smoothen matters. I also believe that if accurate information is supplied to the press, especially on important subjects, it will to a great extent facilitate the work of journalists and take away the need for action on the part of Government against them. I would give one instance. During the war we received information from time to time from the Government and the Commissioner of Police that certain items should not be published and that journalists should avoid comments or criticism on them. I wish the same thing had been done with regard to others. If the same thing had been done with regard to criticisms in some papers and if timely intimation had been given to them no necessity for subsequent action would have arisen. I hope the publicity board will work from this point of view. Whenever there is likely to be any cause of friction if intimation is given by Government to journalists, even though they disagree with it, a sore point of grievance will be taken away. Sometimes very important information not only with regard to appointments but large questions of policy are published in certain papers and Indian journalists feel that they are at a disadvantage. I think that information not only on questions of appointment but on broad lines of policy also should be supplied to all the papers simultaneously. This was done with regard to the publication of the Constitutional Reforms and the Southborough reports. I should also like to

press on behalf of the press that if any one writes anything objectionable he may be informed what the offence is and what exactly is the point to which the Government take exception. If he persists in it, and the Government take action legalized by the Statute, whether they do it rightly or wrongly, the journalist would not feel any grievance. If warning is given, the journalists against whom action is taken have no cause for grievance and the public will be able to take a more correct view of the situation. I do not wish to waste the time of the meeting. In the observations I have made, I have placed my own views before the meeting. If they are endorsed by anybody, the trouble I have taken would not have been in vain."

The Hon'ble Rao Bahadur V. K. Ramanuja Achariyar.—"Before I came here, I thought that a publicity board was unnecessary, because there was full machinery at the disposal of the Government. Questions are put in the Legislative Council; most of them are rejected, and to some the answer given is that no information is available. When the Government are asked to obtain the information, they say that they see no reason to call for it. If the Government can give information, a good deal of difficulty will be removed. They are issuing press communiqués on policies, and if this arrangement is extended, we shall have all that is necessary. This was my view before I came to this hall. As I understand the Government have come to a conclusion, my arguments will be more academical than otherwise. If the Government have come to a conclusion, we can only discuss the particular proposals."

Khan Badadur Mirza Abdul Husain.—"Your Excellency, I am surely of opinion that the Government ought to be congratulated on the explicit manner in which Your Excellency has laid before us the policy to be pursued between the Government and the public at large. I am of opinion that in a country like India where the bulk of the people are uneducated, people with whom unfounded and mischievous rumours find ready credence, it is necessary that there should be some sort of organization for correcting false rumours and supplying correct information. India is just now in a state of transition and large questions are likely to occur, political, economic and commercial, and it would be very undesirable that the bulk of the people should have to deal with mischievous or unreliable or false information. What the shape of this organization is to be I will not trouble Your Excellency just now. I think a sort of bureau with headquarters at some convenient place which will be able always to receive and give information or explanation of what is really going on would be a desirable sort of organization. Beyond this I do not wish to occupy the time of the meeting."

The Hon'ble Rao Bahadur T. Ranga Achariyar.—"Your Excellency, I shall trouble this meeting with a few words as regards the general aspect. I gladly welcome the formation of a publicity board of some kind which can give accurate and correct information more on non-controversial matters than on controversial matters. A publicity board, if it is to be of substantial use to the country, should interfere as little as possible with controversial questions, for once such a bureau enters into controversial matters, I am afraid the usefulness of the bureau will disappear. I would rather suggest that this bureau which is to be established should take the form of a development bureau, so that it might develop the country by disseminating accurate information regarding industrial subjects, commercial subjects, sanitary measures to be adopted by the Government, the preventive measures to be adopted by the people, and that the secondary object should be to deal with that portion covered by the question of interpretation of Government action. The primary object should be to develop, to inform and educate the people and this other thing should take a secondary place. It is a difficult thing to interpret the general policy of the Government. There are various ways of looking at the actions and policy of the Government, and I do not think that this body should indulge in such a function. We cannot come to a unanimous conclusion on the policy of Government. Therefore I would strongly condemn the attempt on the part of the Government to make it a primary function of this organization to interpret the actions of Government. Its primary function should be to impart knowledge which will be useful in practical every-day work to the peasant, the trader, the industrialist, and to the people at large, as to how they can maintain health and prevent disease from spreading. I lay much emphasis on that aspect of the question."

His Excellency the Governor.—"What he has suggested is entirely the Government point of view. We wish to give through this organization absolutely accurate information on various points that are of interest to the public. If certain organs of the press choose to make a controversy of any point that will not be the fault of the Government."

Rao Bahadur N. Subba Rao (Mangalore).—"Speaking on my own behalf, I have had an opportunity of consulting officials and non-officials in my district and I may assure Your Excellency that we are substantially in agreement as to the organization that is proposed to be brought into existence in this Presidency. I also agree with Mr. Ranga Achariyar that its primary object should be the dissemination of information which will be useful to the general public in the matter of agriculture, irrigation, sanitation and many other departments which are meant for the benefit of the country. Of course, anything that is said or written in the *Fort St. George Gazette* or the special publications of the Agricultural Department and other departments does not reach the masses or the large number of ordinary people. If they are issued in the form of leaflets, pamphlets and other forms, we shall be able to disseminate this information to the public, and I believe the public will be very grateful to the Government. At the same time, as Mr. Ranga Achariyar has observed, we should not give much of political or controversial

matters. But, still I am of opinion that on important matters of policy and such allied subjects the Government must give us a sort of idea of the views of the Government, so that honest criticism might be welcomed by the Government. In England it is a party Government and one party comes into power and it is criticised by the other party. But here the people, the press and everyone think that we are to criticise and not to put forward any constructive policy of our own. Their only idea is to have some sort of destructive criticism. As pointed out by Your Excellency, if the views of the Government are put before the Indian and English press, and also the vernacular press, I have not the slightest doubt that it will tone down and sober their criticism and more honest, bona fide and constructive criticism will come forth. If they go wrong, of course the Government have got the power to set them on the right path."

Mr. N. Subba Rao Pantulu (Rajahmundry).—"Your Excellency has rightly put your finger on what I may call one of the serious defects in the administration of the country, namely, its isolation and secrecy. Therefore I welcome the proposal that some agency should be established which will bring the people and the Government closer. Many a thing is done by Government of which we are entirely ignorant. Many experiments are made in the Agricultural Department of which we are ignorant. Much information is entombed in the various administration reports of the various departments of which we are ignorant. Therefore something should be done to bring all this useful information to the knowledge of the educated public at least. What the organization should be is a matter for further discussion. I agree with the previous speakers in thinking that the Government should not engage themselves in controversy of a political nature; for I am afraid that the position of the Government will be rendered delicate and it will not enhance their reputation in the eyes of the public if they enter political matters, which must be left to the people themselves, European and Indian, who might well fight out the battle. If the Government were to take sides and they intervene, they will not come out even second best. Whenever there is accurate information on political matters to be given, it might be given. But to engage in political controversy, I do not think will increase the reputation of the Government. The solicitude of the Government in explaining their position with regard to a recent enactment which was opposed unanimously by all non-officials has not brought credit to the Government. I venture to submit therefore that in any agency that may be brought into existence politics and other controversial matters should be eliminated. The object of the publicity board is to maintain the prestige of the Government and not to lower it. One thing that would lower the dignity of the Government is to take part in controversial matters, and I say this because I know what the feeling in the country is. I hope the Government will keep as far aloof as possible from these controversial subjects."

The Hon'ble Khan Bahadur A. T. G. M. Ahmad Tambi Marakkayar.—"Your Excellency, I fully appreciate the attitude taken by the Government in bringing into existence this Board. The only suggestion that I make is that this board should give the people of Your Excellency's Government and the traders and merchants more information as to the trades that are going on between this Presidency and foreign countries. There are several trades which are kept secret by particular communities which are not published to several Indian firms here. I only hope that this board will exert such influence as will develop the commerce and industry of this province by giving more information about trades and commerce that are being carried on in foreign countries."

Mr. M. D. Devadoss.—"Your Excellency, I heartily welcome the suggestion put forward by Your Excellency's Government for the formation of a board to explain a number of things which are not now fully explained. In the first place, if the Government would give the reasons for certain things that are done, whether controversial or not, it will certainly satisfy all people who take a right view of things. It may be that certain matters are controversial, but still if we know the views of the Government, we will be able to see that the Government do not take sides. There are several things for which the people would like to know the reasons. If the people know why such and such a thing is done, and if the Government will explain why they do such and such a thing, it may be that the people may not take the same view as the Government, but they will understand what the view of the Government is. Another thing is in the districts which I know there was a time thirty or forty years ago when civilians had plenty of time and were able to give a portion of it to interview the people of the district. Unfortunately the present state of things is that civilian officers, so far as I know, have hardly any time to devote to this purpose. Whenever any person goes to his office, he is confronted with a pile of papers and nobody is inclined to take up the time of the officer. That is the present state of things. If they could be relieved of the scriptory office work and are made to give a portion of their time to interview people and to explain matters, that would serve a very useful purpose. Taking all these things into consideration, we heartily welcome the suggestion of a board or organization for the purpose of explaining the action of the Government and also disseminating useful information. For instance, supposing in one part of the country there is a famine or distress, the people in other parts will only know it from the papers, but they do not know what action the Government is taking, unless some paper publishes some information. If the Government publish such things——"

His Excellency the Governor.—"I cannot admit that. That is what the Government are doing. On that point the Government are giving the fullest information once a month—all the information."

Mr. M. D. Devadoss.—"That is only recently. If it is made a compulsory thing that information should be given, then in that case I think the people would know what action is being taken by the Government and they would be able to appreciate the action taken by the Government and its officers.

"With regard to the board itself, my suggestion is that it should not be a department of Government; because if that is so, the people might think that that department is only trying to explain matters. If a large number of non-officials are associated with the board, and if they look into such matters even though they may be controversial and say 'we are satisfied that everything is all right,' that will give great satisfaction to the people. What I mean is this: Suppose there is some vexed question, such a matter in which the Government think that the papers should not be placed before the public. If this board consisting of officials and non-officials go through the papers and say 'we are satisfied that everything is all right' the people will take that as a satisfactory explanation of the action of the Government until the time comes when the Government think it proper to place the papers before the public. If such a body is constituted, I think Your Excellency's Government's action will always be rightly interpreted to the people. But if it is made a department of the Government, it will not serve a useful purpose. As some of my friends have explained, its position with regard to controversial matters will not be a satisfactory one. But a body in which officials and non-officials participate—if such a board goes into matters and explains them fully, I think that the purpose which Your Excellency has in view will be achieved."

Mr. Muhammad Usman Sahib Bahadur.—"I should like to make one observation. Reference has been made to controversial subjects. I think that if the publicity bureau or board which is to be established is not going to give correct information on controversial matters, it is better that it is not formed. For I feel that, in these controversial matters, the British Government is represented to the people as a monster of oppression. I therefore feel strongly that, if the Government sit with folded hands and is not going to allow the bureau to give accurate information, it is better that the board is not established."

Diwan Bahadur D. Seshagiri Rao.—"I believe there is a great deal of discontent in the country and a perverted version of Government activities, and so it is imperatively necessary that the Government should do something to counteract these influences and see that accurate information is given to the public and something is done to explain the attitude of the Government. Any means to counteract these influences must not be spasmodic; it must be well organized and it must show regular work to attain this end. It is not at all right that it should be left to non-official agency which in its efforts can at best be only spasmodic. Nor would I leave it to the public press and subsidise it with Government aid. Necessarily the grant of a Government subsidy would lead to difficulties. Therefore I would submit that a Government organization whose main object should be the spread of correct information should be organized with a Director of Publications at the head. What the constitution of the department should be is a matter of detail. It is necessary to enter into controversial points and the Government cannot help it. When one side is represented, the other side must meet it and the very meeting of the arguments involves controversy. Therefore this bureau should not fight shy of it. Whenever anything is misrepresented, everything should be done to stop that misrepresentation. With these few remarks, I welcome the organization of a publicity bureau, a Government organization."

The Hon'ble Mr. A. S. Krishna Rao.—"We all feel thankful that Your Excellency has given us an opportunity to give a frank and full expression of our views on this important question. I feel somewhat embarrassed, like my Hon'ble friend Mr. Ramanuja Achariyar, owing to the fact that the Government have already come to a decision in the matter of the formation of a publicity organization. I wish to point out that we all welcome the idea underlying this proposal, that we are all at one with the Government in trying to devise means whereby the actions of the Government will be correctly interpreted to the people and the public will be informed of the various Government activities in a proper and correct manner. The difference, if any, exists as to the ways and means by which this object should be attained. There is no one here or anywhere who would advocate a system whereby the Government would allow its acts to be misunderstood and misinterpreted. I agree with Mr. Devadoss who urged that it is far better to have a publicity organization or board to work with the co-operation, willing co-operation of non-officials rather than as a department of Government. If it is organized as a department of Government, and if the board should take upon itself the onerous and responsible task of interpreting the actions of Government, I venture to suggest that it will not effectually carry out that object. The moment it is stated that it is intended to put forward a particular theory or aspect, there will be persons who will not be in a position to give as much credit to it as might be necessary. So far as this aspect is concerned, it is necessary for us to consider the matter under three heads. The first is to have a sort of information bureau regarding all important subjects, scientific or technical, and regarding Government Acts and publications. The second is the dissemination of information useful to the people, conveying it nearer their home and much better than at present. Thirdly, the actions of the Government should be properly explained to the people. I would point out that the considerations which apply to the first two sets cannot apply to the third. There can be absolutely no difference of opinion as to the first portion, namely, the establishment of a bureau to give all useful information about Government Acts and

publications, technical, industrial and scientific matters. As to the dissemination of information to the people in the vernaculars about scientific and industrial matters, there can be no objection. If there is any difference of opinion, it is as to the means by which the actions of Government are to be interpreted to the people. The present system by which, whenever occasion arises, press communiqués are issued, is not satisfactory. The question is whether it is necessary for that purpose to establish a publicity bureau. My own impression is that even for effecting that purpose, it is desirable to have a mixed body of people in whom the Government have confidence, and this body may from time to time when occasion arises give expression to the views of Government. I do not know what the board might cost. A special board consisting of non-officials sitting all the year round, I myself think, is likely to attain the object in view."

Mr. K. C. Mamman Mappillai.—"As regards the action and policy of the Government, it is no longer desirable that the people should be left alone without proper information and guidance. There was a time when the British Government did not take the people into confidence. Now the British Government have deliberately laid it down that they should take the people with them and that they should be guided in their action and policy by the people's desires. Such being the case, it is highly desirable that there should be a sort of publicity board by means of which the policy and actions of the Government can be properly interpreted to the people. If that is the kind of board that is to be decided on, there seems to be a consensus of opinion that some such organization should be established. As to the manner in which it should be carried out, my own humble opinion is, it is desirable to do it in a straightforward manner as a department of Government. If officials and non-officials are combined in the board, there will be all kinds of friction and different views will be represented and a sort of Legislative Council will be re-enacted in the publicity board. Therefore it is desirable that the Government should frankly and openly take it as a department of Government and place before the public the views held by Government on important questions. The Government is now giving expression to its views in the Legislative Council, and there is no manner of harm in making it appear that the sentiments appearing in the publication are the sentiments of Government. There is no use of subsidizing a paper which will lead to misunderstanding. The best course will be to go in a straightforward manner and take the organization under the direct control of Government.

"The only suggestion which I like to place before the Government is that the material should be served in such a manner that it will be appreciated by the public. Somebody with journalistic instinct who can properly arrange matters may be entrusted with the work, so that the public at large may be interested in the publication. The first thing is to make the people take an interest in the publication; otherwise it would be so much money and labour thrown away. There are so many interesting publications issued by the Department of Agriculture and the Sanitary Department and other departments which contain a mine of valuable information. But the fact is they are not appreciated by the public. They are not served in a proper manner. Therefore it is desirable that there should be some body of persons who can arrange the matter in such a manner that the public will take an interest in it."

Khan Bahadur Muhammad Abdul Kuddus Badsha Sahib.—"I heartily agree with the arguments urged as to the formation of a publicity board. Not only sanitary, agricultural and industrial matters should be dealt with by the publicity board, but also commercial matters should be published in that journal. If commercial matters are published, we can learn all things about the trade of America, Japan and other countries, how they are doing things there, what articles are manufactured, what their market price is and how to induce the people here to deal in the same way. I entirely agree with Mr. Natesan and Mr. Subba Rao that political matters should not be brought in by the board. As regards that point, I entirely disagree with Mr. Muhammad Usman Sahib."

Khan Bahadur Muhammad Habib-ul-lah Sahib.—"Your Excellency, there appears, as far as we can gauge in this hall, a consensus of opinion as regards the desirability of establishing some organization, whose nomenclature we shall hereafter decide and whose constitution will also form a subject for our consideration. Having lived mostly in the districts, I think I am able to emphasise the absolute necessity there exists at present for bringing the Government and the people closer together than it has been found possible hitherto to do. We who live with the people, move with the people, and have opportunities of knowing their views sometimes regret that it has not been found possible for the Government to establish some means whereby the numerous false rumours which reach them cannot be eradicated. So I heartily welcome the suggestion that has been put forward for the establishment of some organization which will effect that object. From the few remarks which are now in my hands and which the Government have been good enough to supply us with, my own impression is that the Government will hold themselves aloof from political controversies. There is of course another way of looking at the question, whether the Government will always sit with their hands folded allowing the people who indulge in politics to interpret any law, legislation or action of the Government in any way they choose thereby maligning the Government or whether it is not the bounden duty of a Government, a responsible Government, which should look to the peace and good order of its own administration, to step forward and supply the public with the information which will enable either party to come to a more correct decision than it was possible to do with the possibly imperfect or inaccurate information which enabled it to enter into that controversy. If I understand their duty aright,

I submit it will be the bounden duty of the Government to do so. I always thought that most of the controversies could be traced to the absence of accurate information. The supply of accurate information from time to time to my mind would eliminate a considerable amount of controversy as regards various matters which are discussed. Now the Government step into view now and again with a press communiqué or with certain other information correcting wrong impressions. Rather than do that in a half-hearted manner in which it has been till now done, if the Government should establish a permanent organization whose duty it will be to always place at the disposal of the public information of an accurate and correct nature, the Government would only be helping the people to come to correct conclusions on questions of controversy which are engaging the attention of the public. It is not my intention now to go into the details of the various controversial matters which are now engaging the attention of the Indian public, but there are, I contend, several matters which, if only correct information were given and the correct facts were furnished to the public, would disappear from the arena of controversial politics. Why I welcome this publicity board, this organization, or whatever it is going to be, is because I find that some of the objects put down here are near and dear to the heart of the people, objects in which I for many long years was seriously interested, namely, the dissemination of correct information in regard to hygiene, sanitation and the prevalent epidemics. It is in these matters, Your Excellency, that the ignorance of the people is great; the high rate of mortality in every province in the whole of India is appalling. If correct information as regards the etiology of any disease is published, I am sure that many deaths can be prevented. There are several activities which the district authorities can take credit for if they make them public, and which will make a tie of affection and gratitude between the district authorities and the public and which will show to the people that the district officers are not tyrants or mere collectors of revenue but that they have some heart and sympathy with the people over whom they rule. For these reasons I support this proposal for the establishment of an organization."

The Hon'ble Rao Bahadur S. R. M. Annamalai Chettiyar.—"Your Excellency, while I give my support to the scheme in paragraph 5 of the 'Note' before us, I should like to strongly urge that the education of the people particularly the masses on these lines is very important. The publication of articles, special supplements and the delivery of lectures and addresses should be more in the vernacular languages of this country than in English. I am also of opinion that speaking straight to the masses in their colloquial vernaculars will be productive of more prompt and effective results than mere publications. For this purpose some arrangement ought to be made for delivering lectures and addresses not only on the subjects stated in the note but also on the real intentions of Government when they have occasion to cancel what may have been looked upon as a privilege or when they promulgate a new measure or when they have occasion to levy a new tax. It is the want of a full statement of the facts and the intentions of the Government that has often given rise to the formation of wrong public opinion and criticism in the public press. Your Excellency, the idea of running a newspaper by Government does not appeal to me, because it will jeopardize the dignity and position of the Government and drag them into unpleasant controversies often found in the public press."

His Excellency the Governor.—"Gentlemen, I think we have had a very useful discussion on the general lines of this proposal. What I have gathered in a general way is this. The main idea that runs through most of the speeches we have heard is that this should be a purely information bureau. With some regret I also observe that in a good many speeches the real idea seems to be that as far as possible the Government should be eliminated from the bureau. Why there should be this terrible suspicion of Government I do not understand, but there it exists. All that I can say, as far as I am concerned and my colleagues are concerned, is that the purpose we have in view is entirely and purely an information bureau on all possible subjects and the people who run this bureau should not indulge in any way in controversial matters. After all, it is for the Government to bring in Bills and for the people to criticise them, and that produces controversy. But I cannot understand and shall never understand why controversy is thought so serious here generally in this country. From my experience in the House of Commons we go on sitting on opposite sides of the House using very violent language, but we go out to dinner together. I cannot quite understand why controversy could not be conducted here on those lines. But, generally speaking, I understand what view all the speakers who have talked on the general proposals take, and we may proceed to the subjects on the agenda later. We shall start with No. (i).

"The first question among the special questions for discussion put down on the agenda was this—

'(i) *Whether the publicity organization should undertake* (a) *the general interpretation of the Government's policy and actions*, (b) *the dissemination of accurate information regarding public events and* (c) *the dissemination of facts which the technical departments desire to communicate to the public.*'"

The Rev. E. M. Macphail.—"Your Excellency, as Chairman of the first Publicity Bureau I should like to make a few remarks on the first proposal. In my opinion it would be extremely desirable for all the objects here put down to be carried out by the publicity bureau, but at the

same time I think one ought to notice that the scope of that bureau would suit some of the objects and might have to be changed later on, for carrying out other objects. It seems to me, for example, that there is no use of a mixed bureau attempting to explain the objects of Government. I think it is extremely desirable that the bureau which explains the object of Government should be a purely official body. They know the actions and policy of the Government and they may explain them. People may agree or disagree, but at all events the people will know what the Government thinks. When we appointed the first publicity board the question came before us whether we should take part in controversial matters as, for example, the reform scheme, whether we should do anything in circulating information regarding that. The unanimous conclusion reached was that we should give special information about the war and we should devote our entire attention to that. At the same time we found there were one or two matters connected with sanitation and influenza which we might take up and there also came the question of explaining the war loan, of explaining to the people why they should invest their money in Post office certificates and we tried to do what we could. Once or twice we should have liked to desert the position we had taken up of being absolutely non-political. But I felt that there was scope as far as possible for a Government body to give information of the kind mentioned here. It is possible that a mixed body which put forward any views will be regarded simply as an organ of Government. Therefore, in my opinion, it is better that a body which knows what Government means should say what it means. Therefore the first part, the explanation of Government actions, should be put forward by a Government body. It seems to me of special importance in the present circumstances; it is extremely important in view of the reforms that when they are passed they should be explained to the people. There should be some regular official explanation, I hope, in simple language, not in the language of reports but in simple language, so that the future electors will know what these reforms mean. It seems to me that the Government ought properly to do that.

"As regards other matters, 'the dissemination of accurate information regarding public events' I fancy there is no one here that knows what an extraordinary amount of inaccurate information was going about during the war. Even now when the war is over, a good many people do not know that it is over; at all events they are not quite sure which has won. In a good many districts it was thought that the war had ended disastrously for us, because the price of rice and cotton clothes continued to keep high instead of coming down; and I just heard the other day of various extraordinary rumours that were going round. It is extremely necessary that accurate information regarding public affairs, especially in connexion with peace, should be given to the people.

"Here in passing I should say that there is no use of having a publicity bureau unless you are going to take measures for the dissemination of the material that it produces. First and foremost it is absolutely necessary that the material should be produced in language that can be understood of the people. We were fortunate in having Mr. Clayton as Editor of the *War News*. He and Mr. Passmoore and Mr. Zumbro produced extremely interesting and simple leaflets which could be understood by everyone. Mr. Clayton especially in the *War News* as you all know, produced publications which were widely read and understood. But we found it extremely difficult to disseminate them. We adopted all sorts of measures, we were not quite successful. The *War News* was stored in the Government offices and it was used in the bazaar to wrap up sugar. We found it desirable in many cases to send it by post direct to the people whom it was intended to reach. Through the post office, through the schools and through dispensaries we reached the people. There is no use of publishing these unless they reach the people. The same applies to (*c*) 'the dissemination of facts which the technical departments desire to communicate to the public.' We published a large number of supplements in the District Gazette, local supplements, and we hoped that they were doing a lot of good, and they were extremely well done. But I met people during the summer who said they had never seen them. I am afraid that in many cases it was money thrown away and labour thrown away. I believe that if this bureau is established, if this work is taken up, they will see that what is actually produced reaches the hands not only of the English educated classes but of people who can read only a little English or a little vernacular. I think probably when we come to discuss (*b*) and (*c*), it would be desirable to have the Governmental organization or bureau or call it what you will supplemented by the assistance of persons who will be willing to give their help in connexion with public questions like sanitation, and questions of that kind which will not involve controversy. I know with regard to our board although we had hardly any officials, we were simply regarded by many people as a Government body. One man asked us, what do you get for telling these lies? They thought it was a lie. When we said that our side was victorious we were thought to be a board which was subsidized by Government to tell lies about the war. We should obviate such a thing and we should divide our activities into two parts, one part controversial or political and to have that attended to by a Government organization, and to have that Government organization supplemented by people who are willing to help in other directions."

The Hon'ble Rao Bahadur T. Ranga Achariyar.—"I wish to formally propose that clause (*a*) be omitted."

His Excellency the Governor.—"I am not going to have any amendments. I shall be glad to hear your views. As Mr. Macphail has said, this bureau of information consisting of officials and non-officials should not take up the interpretation of Government actions, but they should disseminate information useful to the people. The interpretation of Government policy may be left to the Government itself."

Mr. G. A. Natesan.—"If I may venture to say so, Mr. Ranga Achariyar has drawn attention to a very important aspect of the question, namely, the general interpretation of the Government's policy and actions. I understood from the nature of the discussion on the general question that there is a general feeling that there should be a publicity board and its chief work should be what is contained in clauses (*b*) and (*c*), viz., the dissemination of accurate information regarding public events, etc. I submit that (*a*) and (*b*) are entirely different. It is one thing to disseminate information regarding public events and another to explain the general intention and policy of the Government."

The Hon'ble Diwan Bahadur P. Rajagopala Achariyar (to Mr. Ranga Achariyar).—"I would suggest 'the dissemination of accurate information regarding Government's policy and actions and public events.' Would that meet your point?"

Mr. G. A. Natesan.—"I hope Mr. Ranga Achariyar will not accept it. In winding up the discussion on the general question, Your Excellency said that 'the people who run the bureau should not engage in controversial matters.' If the policy of the Government is to be interpreted by this board the members of the board will be in a false position. If the leaflets contain information about public events, that is, facts, it will be all right. But, if they explain the policy of the Government, there will be a counteragitation, in which I do not want the newspapers or anyone to engage. My friend Mr. Subba Rao who has seen several years of Indian public life has very rightly pointed out that the Government explaining its action and its course of policy will put certain people on the wrong track. I use the words 'wrong track', because human nature is human nature and though it may be right people may not accept it. The object of the publicity board is to present information in proper form. I do not want anyone to find fault with the board in what it does. As Your Excellency has said, the people who run the bureau should not engage in controversial matters."

The Hon'ble Rao Bahadur T. Ranga Achariyar.—"I may mention to Your Excellency that on account of the economic distress prevailing a lot of rumours were going about that the Government purchased a lot of chillies for Mesopotamia and that was the reason for the high price of chillies. So also with regard to rice and various other commodities. A board consisting of officials and non-officials should be entrusted with the duty of giving accurate information with regard to the various steps taken by the Government. It will be wise on the part of the Government to publish such information, because many a scare will be avoided, because people believe many things which are mentioned in the bazaars. This bureau will disseminate accurate information to the public as to what the Government do. On such occasions this bureau will be highly useful both to the public and the Government."

The Hon'ble Rao Bahadur V. K. Ramanuja Achariyar.—"Your Excellency, I would leave clause (*a*) as it is. The publicity board will not enunciate a new policy. It will only explain the Government's policy. It is a very proper subject for the board to deal with."

Khan Bahadur Mirza Abdul Husain.—"I think we are splitting hairs unnecessarily anticipating difficulties before they have arisen. The main question is whether there is to be an organization or not for disseminating correct information. I would leave it to this organization to decide what information should be given, and whether it should give all the information that the Government will place before it. I do not think we can force the Government to place before us every sort of information. After all we are depending upon the Government for correct information. On the other hand, if there is information which is necessary to be placed before the public, it is for this organization to apply to the Government, and it is for the Government to decide what information should be supplied. The only thing I would advocate is that this organization should consist of officials and non-officials."

His Excellency the Governor.—"We shall come to that later on."

Mr. N. Subba Rao Pantulu (Rajahmundry).—"I am strongly of opinion that clause (*a*) should be entirely omitted. The publicity organization should not be entrusted with the responsibility of interpreting the policy and intentions of the Government. If it is to explain the actions of the Government, it derives its authority from the Government and therefore the information that comes to us is only second-hand. If the policy and the actions of the Government are to be explained, it is the duty of the Government to explain its own actions; for after all it is the best judge of its own action and policy. It is a function which the Government would be abdicating if it is left to the board. This board is purely for giving information. It would give information on matters concerning the public and it would be going beyond its province if it explains the policy and actions of the Government. It is the Government that is pursuing a certain policy and it is the Government that ought to interpret its policy to the public."

Mr. K. C. Desika Achariyar.—"The question whether clause (*a*) should be retained or not seems to me to depend upon the decision which Your Excellency will arrive at with regard to question (ii). It depends upon the personnel of the board. If the board is to consist merely of

officials, I do not see what harm there is in that board undertaking to interpret the Government's actions. If on the other hand that board should be a mixed one consisting of officials and non-officials, I am afraid there will be some danger in clothing the board with authority to interpret the Government's policy and actions."

The Hon'ble Rao Bahadur T. Ranga Achariyar.—"Even if the organization is to consist entirely of officials, how is that body going to interpret your policy and actions? I do not know if Your Excellency would allow such a thing to be done. If the intention of this organization is to explain the actions of the Government, it is beyond the province of a body mixed or otherwise."

Rao Sahib S. M. Rajaram Rao.—"If clause (*a*) is left out, there will be nothing to be done. When the policy of the Government is explained, the other side will be kept up by the newspapers."

Rao Bahadur N. Subba Rao (Mangalore).—"So far as I am able to understand, I think that this board will be a bureau for giving information, and as far as the Government are concerned, there are matters in which they have to explain their own policy. For instance, in the Legislative Council important questions will be discussed and both sides of the question will be put before the public and we will know what the Government's views are. This publicity board being a bureau of information will be able to give information in a concise way of all that has taken place in the Legislative Council, in the deliberations of the Executive Council and in public conferences and in other ways and we will be able to know that the Government's policy is like and what is the accurate information which the Government or the publicity board has to give to the public in general. So I do not see why we should not accept this proposition as it is; for it is not going to interpret the action of the Government in any other sense than that of giving to the people all the actions of the Government and the reasons for such actions and policy of the Government. I support the first proposition as it is, because after all the differences that have been pointed out, to my mind there is no difference in actual practice. If it is to be only a bureau of information as to the policy and actions of the Government, then I think the Government through this publicity board may give information to the people. It is said much will depend upon the second proposition as to whether it should consist of officials and non-officials. That will be discussed later on. But I wish to point out that the difficulty will be eliminated if the board is not going to be a board of officials and non-officials, but a body of officials which will convene periodical conferences of officials and non-officials such as the one we have to-day so that they may know what actions and what interpretations they should place before the public."

His Excellency the Governor.—"There is no reason to discuss it at greater length. I understand from Mr. Macphail, whose interesting speech we have heard, that he would like to get rid of clause (*a*), because this will create an impression in the minds of the public that this Government is setting up this sort of organization for the benefit of Government."

The Rev. Mr. E. M. Macphail.—"Your Excellency, I did not intend to give that impression. I do not want to get rid of clause (*a*). I think it might be extremely useful. I think it is extremely desirable that the Government should interpret what it means. I think with all respect that the Government is sometimes so convinced of its good intentions that it does not realize that other people may think otherwise or may put a different interpretation upon things done with good intentions. I think the Government should on occasions explain what the reasons were for doing certain things and then the people will see that their intentions were good although they might not agree with the reasons; and that would lead to intelligent criticism. Consequently my suggestion was that there should be this department, but there should be associated with it some people who are not Governmental but who might take part in other forms of activity."

His Excellency the Governor.—"I beg my friend's pardon. I think the Government are pretty clear as to the general opinion of this meeting. Some gentlemen evidently think that the great thing to avoid is the giving of any idea that it is a Government department and therefore they want to get rid of clause (*a*). Now I am speaking entirely personally. It seems to me that for a publicity organization to interpret generally the Government's policy and actions is not a very desirable thing. The Government can through the heads of departments and the Members of Council explain their policy. That is my own individual view. Clauses (*b*) and (*c*) would give ample opportunity to the publicity bureau to give information on any matters they like. That is my own view. I quite realize that certain gentlemen have got a contrary view. I have not discovered what the view of my colleagues is, but we will take this matter into serious consideration and endeavour to evolve a satisfactory solution of this particular difficulty. We will now come to question No. (i)."

The Conference then proceeded to discuss question No. (ii) which was as follows:

"(ii) *Whether the officer in charge of the publicity organization should be assisted by a board, and, if so, what should be the personnel and functions of the board.*"

The Hon'ble Rao Bahadur T. Ranga Achariyar.—"I dissent from some of my friends who think that this should not be a department of the Government. I think it should be a department of the Government. It would be a development department, and instruction department, and there should be an officer in charge of it who should be assisted by a board. I am also of

opinion that the Board should be mainly composed of non-officials and of departmental heads, the heads of the departments of agriculture, commerce and industry. My object in associating non-officials with this board is to give information to the Government as to what we hear in the bazaars and in clubs and in private conversations. I want the officers to know the popular opinion. They do not meet us outside the Council Chamber. In the Council Chamber we deal with each other at arm's length. In this board we can exchange views freely and frankly. I therefore think that a board consisting of officials and non-officials will be highly useful."

Khan Bahadur Mirza Abdul Husain.—"This is precisely what I intended to say."

The Hon'ble Khan Bahadur Mir Asad Ali.—"I beg to support the view of Mr. Ranga Achariyar. I like his idea."

Mr. G. A. Natesan.—"I have the highest respect for Mr. Macphail's views. As Chairman of the Publicity Board he gave very useful information from which I have considerably profited But I would ask Mr. Macphail whether, if it is purely an official body, it will do much good. If it is to be an official body, it might as well be a branch of the Secretariat. This publicity board with all the incidental disadvantages which a body newly started is bound to have should consist of officials and non-officials. There should be as many non-officials as possible, and for this reason. As Mr. Ranga Achariyar has pointed out, much information could be afforded and much misunderstandings will be avoided if officials should be brought more closely into touch with non-officials. It may be that the officials may not agree with the non-officials, but if a considerable number of non-officials tell them that a certain thing should be done or should not be done, it will have some influence on even officials with an obstinate frame of mind. The officer who is to be in charge of this bureau should be an officer who moves with the spirit of the times and he should be given facilities to have the best non-official opinion; and one who knows the vernacular languages would be the best man for the place."

The Rev. Mr. Chandler.—"Your Excellency, it seems to me that in the selection of this officer and of the board—I think he should have a board to assist him—great care should be taken in carrying out one of the purposes mentioned here, which is to issue information which would reach the people. Otherwise if it is simply done in a conventional way it will serve no purpose. Therefore I should like to say that the officer in charge should be one who knows the vernaculars, at least one vernacular, not that he should write in the vernacular, but in writing simple English he should have the ideas and feelings of the people in his mind and he should write having a knowledge of what people are thinking. Then his simple English could be put in the vernacular with success. I think part of the success of the publicity board which existed before was because its editor was one who knew the vernacular and his English was simple English which could be easily put into the vernaculars. Therefore the board which should assist him should be composed of people who know the minds of the people and know the different languages."

Mr. N. Subba Rao (Rajahmundry).—"I think this officer should be a whole-time officer and he should be a paid officer. Therefore he must be an officer of the Government. The only question is whether he should be assisted by a board and what should be the constitution of the board. I agree with those who have spoken before who said that the board should consist of officials and non-officials and that the officer should be guided by the opinion of the Board."

Mr. K. C. Mamman Mappillai.—"Whether there is a publicity board or not, the Government will have an opportunity of expressing its views in the Legislative Council and the newspapers will start a counter current of opinion, the opinion of the non-official members of the Council. Similarly, the publicity board will reflect the views of the Government, and it should be frankly and purely an official body. There should be no compromise. The Government should express its views strongly and definitely. If there is no attempt to conceal the fact that it is an official body, there is absolutely no objection, just as there is no objection to the Government expressing its views in the Legislative Council. The board should be composed of officials and non-officials who accept the views of the Government. They should help the officer in the selection and presentation of information. The Government Members have full liberty to place their views in the Legislative Council in answer to questions or resolutions, and as Mr. Macphail has said, the board ought to represent the views of the Government and they must have non-official assistance in the matter of presentation of the information."

The Rev. R. W. Peachy.—"The crux of the whole thing lies in the personnel of the board. I gather from the speeches that most of the speakers have proposed a huge board consisting of all heads of departments in the Presidency, which will be to my mind absolutely unworkable. Great bodies move slowly and so we would find it with committees and boards if they are huge in number. To carry out the idea that we have met here for this morning, we want a small body and we want men who are in touch with the people as has already been expressed. We want people who understand and who will act promptly. A good deal of the information of the publicity board came before us when the war was practically over. It was excellent, but we got it after everything had been settled. Now we want this information which will be given through the publicity board to come promptly and if you have twenty or thirty members, how on earth are you going to get your work done quickly? I should propose certainly that, whatever you do with reference to your board, it should be a small body with three or four or five

members at the most. With regard to the information which seems to be desirable to give to this board, every member of the Government and every head of Government departments can be informed that it is his duty to keep in touch with the board—there is no need for him to be on the board—to give information to the members of the board which the members can adopt and put in the vernaculars of the people in order that it may be quickly disseminated all over the country. What we want to get at, as has been already said, is the masses. I have been in district work for many many years and I support many of the speakers as to the appalling ignorance of the masses and therefore your information should be put in such a shape that the masses will understand it. I confess that when I read the proceedings of the Legislative Council or try to read them or the different Bills and the different Acts that come before me in different circumstances, I hardly know what to make of them. Of course that may be due to my ignorance or my want of education or whatever it is. But I cannot understand the things. Now we do not want that kind of thing, but we want simple facts that people, ordinary people in the villages, can understand. I have no fear of controversy with reference to this publicity board. If you disseminate facts, it is quite sufficient. And those facts should be not only sent to big newspapers, but they should be sent to every little petty newspaper that is published in every town or village in the Presidency, because those are the papers that are giving information to the country. You can put in any controversial matter, but just let us have the facts, and the board should be obliged to publish those facts in their publication. We want to have information and we want this board to be a body that can give information quickly."

The Hon'ble Mr. A. S. Krishna Rao.—"There is a fair consensus of opinion that the officer should be assisted by a board and also that the board should consist of several non-officials. I believe that the Government will be anxious to obtain the frank and full expression of opinion of non-official members, and not of those who only say 'yes' to the official view. Another suggestion made is that it is not necessary to have on the board the various heads of departments. I submit it is absolutely necessary to have these heads. It is quite true that the various heads can be called upon to communicate information to the board, but it may be necessary to obtain further information and it will lead to unnecessary correspondence and delay if they are not members of the board. The heads of departments are few, four or five, the Surgeon-General, the Director of Public Instruction, the Director of Agriculture and the Director of Industries. These are the officers whose presence will be useful and with whose help it will be possible to produce pamphlets and leaflets for publication. To obtain accurate information on rural conditions, it is necessary to have on the board non-official gentlemen. With a body of such gentlemen to assist the officer much useful work can be done. It is not necessary to have a body with set views on questions. They must be in a position to freely exchange opinions and even correct one another's wrong impressions."

The Rev. W. M. Zumbro.—"Your Excellency, it seems to me there will be certain local things which will need to be considered, and not only general information. In certain districts it may be necessary to disseminate certain information. Would it not be well that there should be some one connected with those districts who can take steps to see that correct information is disseminated. It may be that in some particular locality some disease may be raging and it may be necessary to have some information disseminated in that part about the disease but not throughout the Presidency. Therefore the officer in charge of this board should know what sort of information is needed not only in a general way but in particular localities. Therefore, with reference to the personnel, either by means of this board or by means of a larger co-operating board, men in charge of various districts should be able to give information as to what sort of thing is needed in a particular place at a particular time."

The Rev. Mr. Possmore.—"Your Excellency, I do not think that it would be possible to carry out Mr Zumbro's suggestion, that the board should have upon it representatives of various parts of the Presidency. If this board is to be an efficient instrument, I think you will find that it will have to consist of members who are within easy reach of Madras and who can meet regularly and without difficulty. I entirely agree with Mr. Peachy that the smaller the committee the better. Much will depend upon the personality of the officer who is in charge of the department. But a great deal more will depend upon the promptitude and the enterprise of the board itself and the speed with which it deals with the questions that require to be dealt with. At the same time it would be desirable, it seems to me, to arrange, if you can, some sort of organization which will reach out to the villages, in order that it may obtain information from the villages regarding matters which naturally they would consider. If information of that sort, an organization of that sort, could be arranged by means of correspondence with villages or with districts at any rate, it would add to the efficiency of the board very greatly. The test of the work of such a board will unquestionably be the extent to which it actually gets the information into the hands of the simple villagers in the various parts of the Presidency. I think a board left to work out it's own salvation, very largely at any rate, and with as few restrictions as possible, and appointed under such conditions that it can meet readily and do its work quickly, will be a great deal for the best—free from all sorts of instructions, observations and limitations such as will have to be imposed if very much of what we are to consider later is to be adopted."

Rao Bahadur N. Subba Rao (Mangalore).—"These are days when officials and non-officials should work with concord and co-operation. It is better that officials and non-officials should mix together and find out the real state of things in the country. Therefore I support the

proposition that the board should consist of both officials and non-officials. Officials have got statistics and information. Non-officials know what the feelings of the people are. The officials will know something from the non-officials and non-officials will know something from officials. I quite agree with some of the previous speakers that the personnel should consist of officials and non-officials. It is said that if the non-officials are made to serve on this board, it will be a huge body, but the work can be certainly subdivided and sub-committees or executive committees might be formed. For instance, a gentleman who has taken keen interest in agriculture will be given some work with the Director of Agriculture, and will put into some sort of shape a bulletin that will have to be published, and it may be circulated to the whole body and approved. There may be many who may not have studied all the subjects. Some may have studied industrial subjects, some agricultural subjects and so on. There might be sub-committees."

The Rev. J. A. K. Walker.—"Your Excellency, I too am in favour of a small Committee. The committee ought not to be unwieldy. However, I think it will be very useful to have local committees throughout the country. It seems to me the great problem is not only to provide suitable literature giving the facts in an easily understandable form, but to see that the information gets before the people who will be most benefited by it. These to my mind are the masses of people in the country, in the villages, and perhaps also the more ignorant people in large cities. The work that was done by the late publicity board was exceedingly valuable. Information was given in the right form, in a form easily understood. But in my part of the country I feel quite sure that a great deal of that literature never got into the hands of the people at all. I believe it is a good idea for the Collector to be the head of an organization in the district. The Tahsildar might be the chairman of a committee in each taluk and every chairman of a municipal council should be the chairman of a local committee. These members need not meet the central committee, but they should feel it incumbent upon them to see that every literature published by the central committee gets before the people. So there is necessity not only for a central small committee but also for local committees to get the work of the central committee before the people."

Mr. M. D. Devadoss.—"The previous speaker has anticipated what I was going to say. There ought to be a central organization with a not very inconvenient body of members, but members who represent all aspects of opinion; because in a matter like this unless we have all views, it may not be possible for the publicity board to explain matters to the people. But there ought to be also district organizations with the Collector at the head, so that this central body might get information from the local committees. The central organization might be empowered to constitute as many local bodies as may be necessary, so that when it has to disseminate information, it may directly deal with the district or taluk bodies. If there is a central body with no agencies outside, it may find its activities crippled. As explained by Mr. Macphail, most of the literature was confined in some store room of the Government offices. It will be labour wasted. So if this central body could have district or taluk bodies in various parts and deal directly with those bodies, I think it will serve a useful purpose. I am also of opinion that the board should consist mostly of non-officials, and of the officer in charge and of the heads of departments so that matters might be discussed freely and the whole thing dealt with fully."

Rao Sahib S. M. Rajaram Rao.—"With the central board should be associated as many representatives of the mufassal as possible. If the object of the board is to disseminate correct information to the outlying parts as many representatives from the mufassal as possible should be associated with it. All the wisdom cannot be concentrated in the central board and the presence of mufassal members may be of some use."

His Excellency the Governor.—"I propose to close the discussion on this particular point on the agenda. I think it has been an extremely interesting discussion. What I generally gather from the remarks of the gentlemen is that the proposal generally approved seems to be that there should be an officer in charge of the publicity work, that he should have a board consisting of officials and non-officials. Suggestions have been made in support of one side or an other. That will be for the consideration of the Government. From that board should radiate various boards right through the Presidency, publicity committees, and there should be constant communication between these committees and the central board so that they may give full information in regard to particular matters of interest to a particular community or locality and the central board should send out information on such matters. That is generally what I think the meeting desires and that will be taken serious note of by the Government."

The Conference then proceeded to consider question No. (iii) which was as follows:—

"(iii) *Whether the publicity campaign should be carried on mainly throgh the existing public press or through a Government newspaper or newspapers.*"

The Hon'ble Rao Bahadur T. Ranga Achariyar.—"I should leave it to the publicity board to decide what form they should adopt."

Mr. G. A. Natesan.—"I am rather surprised at the short manner in which Mr. Ranga Achariyar has given expression to his views. I am against a Government newspaper. The object of a newspaper is to give correct information on all matters, even on acts and measures of Government and to educate public opinion. Whether it is done well or ill, it is our fortune or

misfortune. But that is the ideal to which our efforts are directed. If there is to be a Government newspaper presumably it will be edited by a Government official. If it is edited by a non-official that editor will be regarded with some suspicion and people would like to avoid that man altogether. This experiment was tried in Bengal and one of the most well-informed, patriotic and I may say venerable gentleman, the late Mr. Norendranath Sen, was in charge of the paper. When it was know that he was in charge of a subsidised paper, the Government of Bengal had to abandon that idea owing to the pressure of public opinion. It will be going back on the discussion we had about having Government newspapers conducted by Government. This publicity board ought to give the best information and its information should be taken as the best authority. The whole function will be spoiled if the Government published newspapers. So far as this Presidency is concerned, it cannot be said that all points of view are not represented. Sometimes points of view are given expression to by different sets of newspapers. When one advocates a particular view the next morning or evening there is another paper which says that that is not the correct view. From my point of view newspapers are constantly overdoing things, saying things which have no virtue or wisdom. But if the Government should publish a newspaper, it will be a reflection both on the Anglo-Indian and the Indian papers. My point of view is this publicity board should obtain every information on every conceivable subject and they should issue it in the shape of communiqués. More copies than necessary should not be printed and the copies should be circulated to newspapers, to the departments of Government, to schools and colleges. They should not have any price put upon them and they should not contain advertisements because it will interfere with the growth of an independent press. A considerable section of the Indian press is greatly handicapped and I do not want their difficulties to be aggravated by the publication of a Government newspaper."

Diwan Bahadur P Kesava Pillai.—"There seems to be a dominating idea that this board will be dealing with all political views. This board should disseminate useful information about the villages, gathering information, co-ordinating them and communicating them to the public by leaflets and pamphlets. If a newspaper is to be published, hardly a few persons will read it as it is a Government organ. As regards the policy of the Government, that will be explained in the Legislative Council. Any person can take steps and the Government can interpret their action. It is only in sending out useful information to the public that this board will be useful. This should be a non-official body which will assist the officer and suggest the best way of disseminating information to reach the villagers and that information should go out in the different vernaculars. Few people would buy a Government newspaper and few people would read it. If the Government were anxious to see that the propaganda reaches the villagers it can only reach them through leaflets and pamphlets. The idea of starting a newspaper on behalf of the Government is not a happy idea. I do not think that the Government can appoint so many editors for different newspapers, for Tamil, Telugu, Kanarese, Guzarathi, etc. The only way of disseminating information to the public on matters in which they are interested will be through leaflets. As regards issuing communiqués, you may resort to them whenever the intentions and actions of Government are misinterpreted in the press, and those communiqués should be more illuminating than those now issued. I do not think any organ will perversely or wilfully misinterpret the actions of Government. They do it in the absence of correct information, and the Government must correct whenever there is something wrong or there is any misrepresentation."

The Rev. E. M. Macphail.—"Your Excellency, I should like to say in connexion with this that it is not desirable to have a Government newspaper or newspapers. When we began to publish the *War News*, we found that it was impossible for us to bring out a weekly and we decided to bring out a fortnightly. Even the fortnightly was somewhat out of date. We came to the conclusion before the end of our existence that the better way of getting information spread abroad was to publish small leaflets and it seems to me that what this board ought to do is to work through the existing newspapers by means of communiqués contributed to the different newspapers, and at the same time to supplement that by the production of a large number of handbills written in the vernaculars in the simplest possible style. That would enable the ideas that have been put forward by certain gentlemen this morning to be carried out. That is to say, a handbill might be suitable to certain parts of the country and not to others, and it might be sent down there for distribution. The reason why I think it is undesirable to work only through the existing press is the extraordinary number of villages which do not get newspapers. We want to get at them. We want that our literature should get to the villages, so that the few literate people who are in every village will read these communiqués and handbills and read them out to others and there is no doubt that people would talk about what they read, and if they get something read they will talk about it to their neighbours. It might be largely done through schoolmasters with the co-operation of the Educational Department and other departments. For example, the Surgeon-General might take an interest in sending out our literature through dispensaries or we might send them to the post offices. We do not want to send large papers, but we want to send handbills containing information on different subjects as they arise. It seems to me that that is a most profitable thing. I should take this opportunity of correcting a statement made by Mr. Devadoss that I said that all the information we gave remained in the corners of Government offices. I should

regret if that had been the case. But it did occur in some cases. The persons who were responsible for the distribution saw that the distribution was being carried out. But we were handicapped by shortness of time. We tried to get local committees, but these local committees did not get them in most cases. A few local committees in communication with the central committee might be made responsible for the distribution of such literature as you publish for the particular district. So I think instead of the Government having a newspaper of their own, they should work with the existing newspapers together with handbills which might be sent down to the districts."

The Hon'ble Rao Bahadur V. K. Ramanuja Achariyar.—"I fully agree with Mr. Natesan. I hope the Government will give up the idea of a Government newspaper."

Rao Sahib S. M. Rajaram Rao.—"It will be no good for the Government running a paper of their own. They must leave it to the independent press. Any newspaper run by Government will not be said to represent anybody."

His Excellency the Governor.—"There is a general consensus of opinion that a Government newspaper is not a good thing. After the speeches we have heard the Government do not propose to carry on any Government newspaper at all, but we will take into consideration all the views we have received from the various speakers. We will now come to No. (iv)."

The Conference then proceeded to consider question No. (iv) which was—

"(iv) *How the service of communiqués can be improved.*"

Mr. G. A. Natesan.—"It is a matter of detail; it may be left to the board if it is generally approved."

This was agreed to.

His Excellency the Governor.—"Then we come to No. (v)."

Question No. (v) was—

"(v) *Whether power should be taken through legislation to compel newspapers to publish communiqués.*"

The Hon'ble Mr. C. G. Todhunter.—"With reference to No. (v) I might mention that it was put into the agenda paper because it was a proposal made by certain non-official members in the discussion in the Imperial Legislative Council in 1910 on the subject of subsidizing a newspaper in Bengal."

The Hon'ble Rao Bahadur V. K. Ramanuja Achariyar.—"I would not resort to legislation at once I would leave it to the good sense of the papers to publish them. If there is any unwillingness, we might deal with it later on."

Mr. G. A. Natesan.—"Under the present circumstances, having regard to the stringent provisions of the Press Act, it is hardly possible that the editor of a newspaper will decline to publish them, unless he wants to be disgracefully perverse. I do not think the Government have any information that any paper declined to publish a communiqué in the past. Having regard to the oppressive manner in which the press legislation can be utilized as a strong instrument, I think it is hardly necessary to debate this point."

Rao Sahib S. M. Rajaram Rao.—"The Government can have legislation to compel newspapers to publish their communiqués, but they cannot compel the public to read them."

The Hon'ble Mr. A. S. Krishna Rao.—"The Hon'ble Mr. Todhunter said that this was put down on the agenda paper on account of the discussion in the Imperial Legislative Council. A casual remark made in the course of the resolution on subsidizing newspapers in the vernacular need not be taken seriously. If our attention is drawn to the facts that communiqués were sent to the press and any paper refused to publish them, it may be necessary to consider the question of legislation. My own impression is that they have not hitherto declined to publish press communiqués. If I am correct in that information, it is hardly necessary to resort to legislation."

Mr. N. Subba Rao (Rajahmundry).—"On the other hand it is to the interest of the newspapers to publish the communiqués. I do not think there will be any difficulty in getting the newspapers to publish them. The late publicity board was publishing such extremely useful information about Government that the papers were only too glad to publish them. We may drop this question."

His Excellency the Governor.—"In the circumstances, we might agree to leave out No. (v)."

Question No. (vi) was then considered. It ran as follows:—

"(vi) *Whether the publicity organization should be responsible for keeping Government informed of the general trend (a) of newspaper opinion and (b) of opinion in general throughout the Presidency.*"

Mr. G. A. Natesan.—"I think this item should go out. I do not think that an editor should be subjected to the control of the board. It will be an inquisitorial duty on the part of the publicity board. With regard to this item, I may point out that Your Excellency's Government publishes year after year a general administration report in which they criticise the conduct of the newspapers. I recognize it particularly well because of the way in which they criticised the conduct of certain newspapers in the last administration report, which raised a good deal of

criticism. It is said here that the publicity organization 'should be responsible for keeping Government informed of the general trend (*a*) of newspaper opinion and (*b*) of opinion in general throughout the Presidency' I should very much like that that function of ascertaining public opinion should be in the hands of Government. There are the district officials, the Police officials and the Criminal Investigation Department authorities, and they can give information with regard to public opinion. With regard to newspapers, it is absolutely unnecessary to have this provision because there is a department in the Secretariat which reads and marks passages to draw the attention of the Government. Instead of waiting for the publicity board to inform them they get information from the Secretariat of what is contained in the newspapers. As to the public opinion in the districts, the district officials and the Police authorities will keep them informed. The members of the publicity board will be given an unnecessary amount of importance and status if they are entrusted with this function. I hope Your Excellency will give up that idea. There is abundance of facilities in the hands of Government."

The Hon'ble Rao Bahadur T. Ranga Achariyar.—"I am sorry I have to dissent from the views of Mr. Natesan. As regards newspaper opinion, it will not be a proper function of the publicity board to interpret it as the writings are there and the Government can interpret them. As to the general trend of public opinion, it will be the duty of the board to inform the Government what it is. If the board is composed of officials and non-officials, it will be a useful function to allot to it. There will be a frank expression of opinion and such information ought to be available to the Government, and not only to the Government but to the people. It will help to remove many wrong acts on the part of Government if timely intimation is given of public opinion. I therefore strongly advocate the retention of sub-clause (*b*) and the omission of (*a*)."

His Excellency the Governor.—"I should like to say one or two words after hearing Mr. Natesan. The general trend of his remarks is bristling with suspicion as to what the publicity board is going to do. What is this board going to do? It 'should be responsible for keeping Government informed of the general trend of the newspaper opinion.' Does Mr. Natesan suggest that the general trend of newspaper opinion that will be produced by the publicity board will be of an undesirable character? I can tell him what is a perfectly true fact, that one of the misfortunes that the Government actually suffer from is that the information we receive as regards the presses is about things that are not desirable. It will be an extremely useful thing if the publicity board can give information as to the general trend of opinion, which newspaper is good, bad or indifferent. We will get a broader view; I do not wish to make any reflection on the information that we receive, but we should get a broader view, a larger view, a more correct view.

"As regards the second part, I cannot see any objection. It has been decided in this meeting that the publicity board will have branches in various districts and it will be an extremely useful thing when we have these organizations spread out to give the fullest information as to what is going on in the districts—that the Government should know the particular things that are occupying the attention of the people in the districts. I do ask Mr. Natesan to remove the somewhat hideous suspicion he has got of the Government. The Government are sincerely anxious to treat this matter fairly and squarely and they do beg every gentleman who is interested will not get into this matter with the idea that the object at the back of the Government's mind is to have a Government organization. We wish to treat and be treated perfectly fairly and generously."

Mr. G. A. Natesan.—"I am thankful for the observations made by Your Excellency. With regard to (*b*), after listening to Mr. Ranga Achariyar and Your Excellency, I will waive my objections. I do find that during the time of scarcity we ourselves find it difficult in arriving at the correct information. As regards clause (*b*), this board might serve a useful purpose. But in all humility I submit there is a good deal of force in the objections I have put forward as regards clause (*a*). It does not mean that in what I have said I mentioned all the inconveniences and troubles to which I have been put as a journalist. I said in the preliminary remarks that I speak for myself and that my views are held by others. These are the views of others. They may not be correct views. We are met to correct these views. I withdraw my objections to clause (*b*), but I think that clause (*a*) is unnecessary."

The Hon'ble Rao Bahadur V. K. Ramanuja Achariyar. "I ask why the words 'responsible for' are used here. Even without these words the publicity board will keep the Government informed."

His Excellency the Governor.—"That is exactly what Mr. Natesan does not want them to do."

Diwan Bahadur P. Thyagaraya Chetti.—"The subject is of very great importance. The Government is twitted with the fact that the Government do not know what goes on in the vernacular papers. I am a Telugu man and I should say the general trend of opinion in Telugu districts is there is a feeling of disrespect towards the Government created by the newspapers. That is the trend of the opinion of the vernacular papers in the East Coast. It does not come to the notice of the Government and so they do not care. When poison is introduced into the people the Government should take care that they should keep them in proper order. It is a matter of very great importance, and this body whom we wish to appoint should give prompt information

on the subject. The trend of opinion in the newspapers should be often brought to the notice of the Government and the Government should be kept well informed of the opinion of the public in general throughout the Presidency. I hope the Government will take special steps to see that the proper information comes before the Government."

Khan Bahadur Mirza Abdul Husain.—"I think, Your Excellency, there is unnecessary fear and uneasiness in the minds of some gentlemen interested in newspapers that this board is going to encroach upon their province or their monopoly. But I do not think there is any fear of that being the result. It is open to every one in the Presidency to draw the attention of the Government to anything that appears in the newspapers. I am not sure that I have not at times in the course of my life drawn attention of an Indian Government to such things. I do not see any harm in the publicity board doing that. The publicity board will have special opportunities of doing that work. Does Mr. Natesan think that this should be eliminated and that the publicity board should not be allowed to draw the attention of the Government to these matters? If he does not mean that, it might as well be there."

Diwan Bahadur P. Kesava Pillai.—"Your Excellency, clause (*a*) says 'the general trend of newspaper opinion'. If it is stated that the publicity board is to draw the attention of the Government to the grievances mentioned in the papers it is all right. But it should not be merely the opinions of the papers. There are several grievances ventilated in the newspapers; generally the Government are not aware of them and very often Honourable Members draw the attention of the Government to them through interpellations, and the Government say just now their attention has been drawn to them, and they say whether they will take notice of them or not. If the publicity board were to bring to the notice of the Government the grievances voiced in the vernacular newspapers it will be doing a great deal of good, and there will be less disrespect, as stated by my friend Mr. P. Thyagaraya Chetti, shown to the Government. If the grievances are not taken notice of, the newspapers go on agitating. As Your Excellency very rightly observed, these meetings of the Legislative Council are not held frequently and these grievances ventilated in the vernacular press are not given prompt attention. If the board should inform the Government of the grievances ventilated in the press it would be all right."

His Excellency the Governor.—"Let my friend bring it up as a separate subject."

Mr. N. Subba Rao (Rajahmundry).—"I do not clearly understand what it means. The board 'should be responsible for keeping Government informed of the general trend of newspaper opinion and of the opinion in general throughout the Presidency.' Is it on the various Acts published by the Government?"

The Hon'ble Diwan Bahadur P. Rajagopala Achariyar.—"On various public questions."

Mr. N. Subba Rao (Rajahmundry).—"That is a very wide thing."

His Excellency the Governor.—"It has been generally approved that the publicity board should be a central organization and from that will radiate district committees. We think it would be extremely useful if through these publicity committees we should receive into the hands of the publicity board all information with regard to the particular opinions of the people, their opinions on particular points in which they are interested. My own opinion is that the publicity board should be able to inform the Government on each of these points."

Mr. N. Subba Rao (Rajahmundry).—"I appreciate Your Excellency's point. But I fail to understand why the responsibility should be placed upon the board to ascertain the general trend of opinion."

His Excellency the Governor.—"I am sorry I cannot make it plainer, if my friend cannot understand it."

Mr. N. Subba Rao (Rajahmundry).—"You should not place the responsibility upon the publicity board of keeping the Government informed of the opinion of the newspapers. You cannot expect the members of the publicity board to read all the newspapers."

The Rev. W. M. Zumbro.—"Your Excellency, may I say that it seems to be the opinion of most that it is advisable that there is some means by which information from the Government could reach out into the villages. It seems to me that there should be some means by which unofficial opinion might come in to Government through a more or less non-official channel. It seems to me that information of that kind will sometimes be useful."

Mr. M. D. Devadoss.—"Your Excellency, I think the object of the publicity board is to interpret the actions of the Government to the people. Therefore it is right and proper that the board should also carry to the Government what the people think about the various measures. Therefore I think that so far as (*b*) is concerned it ought to be retained. With regard to the newspapers, so far as my information goes, no doubt the members of Government read the newspapers, but a good deal of the information is given by a department of Government, which as Your Excellency put it is one-sided. The publicity board may give a fair opinion, so that the Government may have its own opinion as well as other opinion which it will weigh and come to a conclusion. So I think this publicity board may be a vehicle through which such opinion may come to the Government. Therefore I think clause (*a*) may be retained though the word 'responsible' may be interpreted in various ways. Suppose

it is not wilful default but mere negligence or ignorance. Instead of 'responsible' some other word might be substituted to show that it is one of the functions of the board to keep the Government informed of the general trend of newspaper opinion as well as of opinion in general throughout the Presidency."

The Hon'ble Mr. L. Davidson.—"There seems to be some misapprehension as to whether there should be a definite obligation on the board to give this information or whether it should be optional. I should like to make it plain that there is no obligation on the board and that it is merely an optional function. I do not suppose the board would refuse to give us information if we asked for it."

The Hon'ble Diwan Bahadur P. Rajagopala Achariyar.—"I think the idea at the back of Mr. Natesan's mind is that 'the newspapers have got so many enemies to contend against; don't you add one more enemy. The Government are now creating another organization to watch over newspapers.' He says 'We have enough people watching us; let us not add to the number.' That is the apprehension. May I point out that a board like this on which you will have a strong non-official element will be a better interpreter of the policy of the newspapers than a particular department of the Government which exists for picking out the weak points and whose function is not to point out the good points. Take the Criminal Investigation Department, the Tamil and the Telugu translators. Whenever there is anything which is likely to create disaffection or to rouse hatred against the Government, they mention it to the Government. They are paid for that purpose. It is no function of theirs to collect all the good points in the papers studied by them. We are apt to get reports of all that is bad. The publicity board will however be in a position to watch the development of public opinion generally, and you cannot have public opinion divorced from newspaper opinion. Suppose, for instance, somebody writes in Mr. Natesan's paper an obnoxious article without his knowledge which he cannot disown and the thing comes up before the publicity board; the board may say 'We have been reading Mr. Natesan's paper regularly and you cannot go and drag him into court on this isolated thing.' This board is not intended to be another weapon to be used against newspapers, but it will be a protection which will be afforded by a body with a strong non-official element whose function will be to give the general trend of newspaper opinion. Please note the wording 'the *general* trend of newspaper opinion.' It is not its function to pick out isolated mistakes, to play the policeman. There is not much difference between clauses (*a*) and (*b*). The publicity board is intended to bridge a gulf, the existence of which is recognized, between the people on the one hand and the Government on the other. We have started with the postulate that the people do not know to an adequate extent what the Government is doing and saying. Your Excellency has pleaded guilty to unwise secretiveness on our part in not taking the public into confidence. That is one of the evils. Mr. Natesan and others who represent the newspaper public are not told fully what is at the back of the Government's mind. He complains, for instance, that newspapers are not sufficiently warned. I mention all this, not that I am anxious to go into the merits of the charges against the Government or the newspapers, but that is the evil we propose to remedy. We propose to create this organization which is intended to bridge this gulf and to enable the Government to understand what is at the back of the people's minds as well as to tell the people what is at the back of the mind of the Government. You cannot connect (A) with (B) by means of a rope but not connect (B) with (A) by the rope. This organization which is from day to day interpreting the actions of the Government to the people has also got to tell the Government what the people say. You are bringing about a rapprochement. What is the use of our telling the board to publish such and such a leaflet, in regard to the agricultural department for instance, unless the board is in a position to tell us 'We have done it and this is what the newspapers say'. The apprehension we have been hearing is absurd. Otherwise you will have a stream flowing always in one direction and without any corrective. That corrective can be supplied only if the wishes of the people are made known to the Government. If you omit that, you really cut off one of the two legs with which you are going to endow the board. I can quite understand your feeling. There is a general idea that the newspapers are in a risky position; let us not add to the sources of information; let us not add to the number of people who have got the right to inform the Government. From that point of view, we are however already very well provided. We have got a very large number of people who are paid for it. The publicity board is not intended to go into that category. It would be a sorry confession to make to start the board with this general feeling of apprehension. We should take care not to allow the body to do police work. The more elastic and the wider the field and the larger the discretion the better the chances of success. The more limitations you put and the more doubts you entertain before the board comes into being, the more you will succeed in handicapping this board. These remarks may with advantage be borne in mind in dealing with this matter."

The Hon'ble Mr. L. Davidson.—"Do you wish to shut out witnesses as to character?"

Rao Sahib S. M. Rajaram Rao.—"You throw a responsibility upon the board which it cannot take."

Mr. G. A. Natesan.—"If we adopt the wording of the Hon'ble Mr. Davidson, it will satisfy us. The board should be at liberty to do it or not."

The Hon'ble Diwan Bahadur P. Rajagopala Achariyar.—"It is not a question of language; it is a question of the spirit."

His Excellency the Governor.—"That is the only point for the consideration of the Government. It is not the wording; it is not the particular form of the wording of the resolution. It is the spirit in which the whole thing is worked by the Government. There must be confidence, co-operation, trust and absence of suspicion. The people must have trust in the sincerity of the Government. I do not think we need have any further discussion."

The next question for discussion was:—

"(vii) *Whether the publicity organization should act as an information bureau to which editors of newspapers and others might apply for information on public questions.*"

This was unanimously agreed to.

The question No. (viii) was this:—

"(viii) *Whether the publicity organization should endeavour to put within the reach of officials and of non-officials up-to-date information on political, legislative and administrative experiments and experience throughout the world. If so, whether it should work through special periodical or through articles contributed to the existing public press.*"

The Hon'ble Rao Bahadur V. K. Ramanuja Achariyar.—"You may omit the whole of the last sentence as we have already decided not to have any paper."

His Excellency the Governor.—"Yes."

Khan Bahadur Mirza Abdul Husain.—"The question is whether it should work through a special periodical or through the public press. It has been decided not to have a Government newspaper. Does it mean that there will be no Government publication? If all the information should be published in a small periodical, it is all right. If the information is to be supplied only to the press, it will not do, as all the people do not read newspapers."

Mr. N. Subba Rao (Rajahmundry).—"The last clause (ix) deals with pamphlets. Therefore the last sentence of (viii) may go out."

His Excellency the Governor.—"We might leave out the last sentence and leave it to the board to decide in what form they should supply the information."

Question No. (ix) was as follows:—

"(ix) *Whether the publicity organization should endeavour to reach the public by pamphlets, magic lanterns, lectures or other means and, if so, whether the information provided should relate only to matter which the technical departments wish to communicate to the public or should also embrace controversial political matter.*"

His Excellency the Governor.—"I think we may stop with 'or other means'. We may leave out the rest."

This was agreed to.

His Excellency the Governor.—"I should like to know if there are any points which any member wants to bring to notice."

Diwan Bahadur P. Kesava Pillai.—"I referred to grievances."

His Excellency the Governor.—"I did not quite understand him. Is it the grievance of any editor with regard to the treatment of his newspaper?"

Diwan Bahadur P. Kesava Pillai.—"No, public grievances are very often voiced in the press and they are not brought to the notice of the Government unless the members of the Legislative Council are very active. There is lack of information on the part of Government."

His Excellency the Governor.—"I really honestly think that this organization, if it is really placed on its legs, will give all the information we require. Suppose in some particular part of the Presidency there is an expression of serious grievance which somebody brings to the notice of an editor, he might give it to the publicity department and find out if they have any information."

The Hon'ble Diwan Bahadur P. Rajagopala Achariyar.—"He wants to draw the attention of the Government to it."

His Excellency the Governor.—"Would it not do that the publicity board have full information as to what the Government feel and have full information from the districts?"

Diwan Bahadur P. Kesava Pillai.—"If the grievances are properly brought to the notice of the Government, the Government will deal with them and a communiqué might go to the papers and it will satisfy the people. But they are not brought to their notice. That is the reason why there is a great deal of dissatisfaction. The people should be enabled to bring them to the notice of the Government."

The Hon'ble Mr. L. Davidson.—"What Mr. Kesava Pillai forgets is that it is open to any person who has a grievance to bring it to the notice of those who are in a position to rectify it. Those who have had experience in the Secretariat, as I have, know that petitions come up from everybody. Mr. Kesava Pillai speaks as if there were no means of bringing to the notice of the Government specific grievances. It would be hard on the board that they should be the channel for the presentation of petitions and memorials as to grievances, which the Government or the local officials can deal with."

Mr. G. A. Natesan.—"Suppose there is a feeling in a particular locality that some forest law works great hardship."

The Hon'ble Mr. L. Dawdson.—"Mr. Kesava Pillai was speaking of specific grievances."

Khan Bahadur Muhammad Habibulla Sahib.—"That will come under (vi)."

Diwan Bahadur P. Kesava Pillai.—"There is an apprehension that several of these grievances do not reach the ears of the Government and they stay with some of the subordinate officials. The petitions find a place in the waste paper basket. There are grievances felt by persons and by communities in different parts of the Presidency which are voiced in the public press. When there is a board sitting finding out the trend of opinion, it can well bring them to the notice of the Government so that prompt measures might be adopted."

His Excellency the Governor. "I have no doubt in my own mind that will be one of the functions of the publicity board. We cannot lay down anything definite. If the publicity board should see that there is any serious thing in regard to a forest or revenue matter, they will be glad to put it before the Government."

Diwan Bahadur P. Kesava Pillai.—"I quite understand it. As Your Excellency is going to appoint district committees, I withdraw my point."

Mr. V. Thirumalai Pillai.—"The publicity board should bring to the notice of the masses the very great valour, discipline and self-sacrifice of our troops in the war. The other day an accident occurred in Madras. There were two gentlemen who went out to the harbour. Either of two things would have happened. If both remained in the boat, the boat will sink; but if one of them let go the boat he might himself sink, but the other might survive. One said he would go and die himself. That is one who sacrificed himself. Such things ought to be brought to the notice of the masses by the publicity board."

The Hon'ble Khan Bahadur Mir Asad Ali.—"Before Your Excellency closes this meeting, I beg to thank Your Excellency for the new departure in calling this Conference. I have a pleasant duty in thanking Your Excellency, because you have taken great interest in public affairs. On behalf of the non-official members I beg to propose a vote of thanks to Your Excellency for presiding on this occasion."

Diwan Bahadur P. Kesava Pillai.—"I may say on behalf of the officials also that they are benefited by it. We are all deeply indebted to Your Excellency."

Mr. G. A. Natesan.—"I do not claim to represent the press. I have a claim to represent the views of the press. I thank Your Excellency for giving earnest attention to our representations."

His Excellency the Governor. "Let me say that this is the first informal committee in Madras over which I have presided and it has been a most satisfactory one. We have got through our work with the most commendable rapidity. It is generally supposed that a large committee cannot get through its work in a limited time. That is not my experience in Madras. I am grateful to you, gentlemen, for the help you have given me. I do most sincerely say that my main idea is that this publicity organization when once it is started might produce good feelings, trust, confidence, sympathy and co-operation among all classes (cheers). I cannot help saying just one other word that it is always a matter for considerable regret and distress to my mind that a sense of suspicion runs through certain minds whenever the Government are going to take a particular action. I do urge in the strongest possible way that all gentlemen who are inclined to be suspicious of Government action should try and realize that we are here not to do any Machiavellian things but stupid though we may be we try to do our best for the people and if the people would only believe us to be simple-minded and would trust the Government, it will be much more satisfactory in the disposal of its work. Now we come to the end of our business."

The Conference then terminated.

Order—No. 354, Revenue (Special) (War), dated 30th July 1919.

Recorded.

(True extract)

A. Y. G. CAMPBELL,
Acting Secretary to Government.

Copy to Mr J. T. Gwynn, I.C.S., Officer in charge of the Publicity Bureau, Secretariat, Madras.

Government of Madras

PUBLIC DEPARTMENT

G.O. No. 445. 16th July 1921

Publicity Board—Reconstituted.

Order—No. 445, Public, dated 16th July 1921.

The experience gained in the working of the Madras Publicity Board for the last two years has suggested the desirability of enlarging and strengthening it and the Government have decided to reconstitute the Board. The Board as reconstituted will consist of the following members who have consented to serve on it:—

1. M.R.Ry. Diwan Bahadur R. Venkataratnam Nayudu Garu, M.L.C.
2. F. E. Corley, Esq.
3. M.R.Ry. Rao Bahadur O. Kandaswami Chettiyar Avargal.
4. M.R.Ry. P. A. Subrahmanya Ayyar Avargal.
5. J. F. Simpson, Esq., M.L.C.
6. F. E. L. Worke, Esq.
7. Khan Bahadur Muhammad Usman Sahib Bahadur, M.L.C.
8. Abbas Ali Khan Bahadur, M.L.C.
9. Hon'ble Khan Bahadur A. K. G. Ahmad Tambi Marakkayar.
10. M.R.Ry. M. C. Raja Avargal, M.L.C.
11. ,, B. Muniswami Nayudu Garu, M.L.C.
12. ,, Rao Bahadur T. Ranga Achariyar Avargal, M.L.A.
13. ,, T. V. Seshagiri Ayyar Avargal, M.L.A.
14. ,, T. A. Ramalingam Chettiyar Avargal, M.L.C.
15. ,, Rao Bahadur C. B. Rama Rao Avargal, M.L.C.
16. ~~M. D. Devadoss, Esq., M.L.C.~~ declined. J. Arunachalam Pillai, M.L.C.
17. M.R.Ry. Rao Bahadur C. V. S. Narasimha Raju Garu, M.L.C.
18. Raja of Kollengode.
19. M.R.Ry. Diwan Bahadur M. Krishnan Nayar Avargal, M.L.C.
20. M.R.Ry. Diwan Bahadur M. Ramachandra Rao Pantulu Garu has also been invited to serve on the Board. Subsequently appointed.

2. In addition the Board may if they so wish select two members of the Corporation of Madras City to join their number.

(By order of the Governor in Council)

N. E. MARJORIBANKS,
Acting Chief Secretary.

To the Publicity Officer.
,, members of the Publicity Board.

CB. 3744/81

D.O. No. 1921
Enc. 2

THE RESIDENCY,
BANGALORE.
Dated 28th March 1922.

Formation of a Publicity Bureau by the Mysore Durbar.

Dear Mr. Matthan,

With reference to your demi-official letter No. 5219-C.B., dated the 16th February 1922, on the above subject, I am desired to forward a copy of a letter No. 949, dated the 10th March 1922, with enclosures, from the Publicity Commissioner, United Provinces. The Governments of Madras and Bombay have also been asked to supply full information on the subject and their replies are awaited.

Yours sincerely,
J. Duncan

K. Matthan, Esq., B.A.,
Chief Secretary to the Government of
His Highness the Maharaja of Mysore.

BJ

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Letter No.949, dated the 10th March 1922, from the Publicity Commissioner, United Provinces, Lucknow, to the Hon'ble the Resident in Mysore, Bangalore.

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With reference to your No.2085, dated the 2nd instant, I have the honour to send you a short report of the work done by the Publicity Department in these Provinces during the last year and also a short account of the Aman Sabha organisation. The former was prepared by me for the information of the members of the Standing Committee of the Legislative Council on - Publicity and the latter for the Publicity Officer, Nagpur.

2. If any further particulars are required, I shall be glad to supply them.

---:0:---

"C O P Y"

BJ

Registrar, Resident's Office

NOTE ON WORK OF PUBLICUTY DEPARTMENT: (1921).

(59

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The Publicity Department in these provinces commences from the report of an informal committee which met on the 29th September 1921, under the orders of H.E. the Governor at Naini Tal. The Committee reported (1) that it was most important to organise propaganda without loss of time; (2) that money was essential, an expenditure of rupees five lakhs annually being mentioned as a good investment; (3) that a whole-time Publicity Officer should be appointed. Lines of propaganda through the Press, lectures, leaflets, the United Provinces Journal, District fairs and exhibitions, a regular provincial news agency, cinema pictures schools and colleges were discussed and as a result of this discussion I was placed on special duty in the Local Government Secretariat, with effect from 22nd October 1920, with a view to the better organisation of the supply of information on matters of public interest.

2. Without losing sight of any of the suggestions made by the Committee it seemed to me most important to lay the foundations of the new department on sound practical lines. The mere issue of leaflets and pamphlets would be quite useless unless some efficient means of distribution and of reaching their objective generally were evolved. With this in view, I endeavoured at first to get into touch with each district, and addressed the Commissioners on the 30th October, for lists of influential people in each district who would be willing to help in counteracting pernicious agitation and to assist in organising means of effective propaganda. It seemed very necessary not to lose any of the ground which had already been gained by the Publicity Board that had come into existence during the war. The United Provinces Journal, originally known as the War Journal, had proved extremely useful and it opened up channels of communication with the districts and excited much interest among the people generally, so that I pressed for its retention as an organ of the new department, fearing that if we abolished it it would leave a great deal of work to be done over again. Meanwhile various pamphlets were written

and

and publicity, the District officers were used as a means of distributing [illegible] to work in connection with the Eastern [illegible] campaign under the Education Department proved [illegible]. [illegible] Mr. Mackenzie that the success of his [illegible] campaign might be [illegible] if any effort to tack on political or pro-Government propaganda was made. I got [illegible] with as much non-official opinion as possible by com- [illegible] influential non-officials in Allahabad and [illegible] the Vernacular Press and its - - [illegible] of the two Deputy Collectors who [illegible] on special duty as liaison officers between them [illegible] and vernacular organs. But all this time I felt that [illegible] established agency in every District [illegible] I could not [illegible] should not make much progress.

AMAN SABHA.

4. [illegible] the end of the year the idea of a Reform League which was taking shape under the direction of Mr. Madhi in [illegible] seemed to give me something on which I might profitably [illegible] this League [illegible] worthy of record. [illegible], [illegible] that an active opposition should be started against the [illegible] non-co-operation movement, which was then attacking [illegible], and advocating the resignation of titles and Government service. It aimed at popularising the idea of constitutional progress on the lines of the Montagu-Chelmsford Reforms and at [illegible] constructive programme by means of which grievances, [illegible], might be brought to the notice of Government through the appointed channels, and it generally [illegible] a [illegible] of the kind of association which [illegible] [illegible]. I therefore advertised this by writing to [illegible] suggesting that efforts should be made to [illegible] similar Reform Leagues either in affiliation with [illegible] or on a separate basis in every district. Some progress was made on these lines, and the Districts were familiarised with the fact. [illegible] it became evident that non-official [illegible]

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was not strong enough to establish these associations on an efficient footing and by the end of January it was clear that the active assistance of the District Officers and official staff generally was necessary if we were to make any headway. Non-cooperation had developed into a movement which was frankly revolutionary. Government in a reply to a question in the Council on the 11th March, 1921, recognised formally that the non-cooperation movement was revolutionary in its aims and tendencies and laid down that it was the duty of Government Officers to oppose it in every way possible as subversive and unlawful. This led to the inauguration by Government on the 4th April of an anti-revolutionary League under the direction of the District Officer. Such existing organisations as had been started in the form of Reform Leagues were thus amalgamated and organised into this new League under Government auspices. By the end of May the movement had taken definite shape in practically all the districts of the provinces and the name chosen was the Aman Sabha. From that time my work has been considerably simplified. In propaganda and general educative work I have addressed myself to the District Officers as the head of the Aman Sabha. He has handed on all matter for distribution to the Executive Committee and I think it will be generally acknowledged that in this way we have found a natural and easy link between Government and the people and an affective means of educating and forming public opinion. There was considerable doubt felt at first at this new step. It took the form of an apprehension that Government would thus be interfering with the free development of political ideas and the propaganda of political parties. This fear has not I think been in any way justified, and in its later developments the Aman Sabha has been looked upon as a means of educating the electorate and the masses generally into a sense of their responsibility and powers under the new political era which has dawned in India, and as a means of general uplift on the broadest possible lines. It gives an opportunity of starting useful libraries and reading rooms, of fostering other activities for the social enlightenment and the betterment

of

of the people, and, above all, of steadying them against revolutionary ideas. However the movement has been self-supporting. [illegible] from the Khadi for printing and distributing propagandist and educative literature and a sense of public spirit is being steadily developed. Lastly, the Sabha has provided a platform on which moderate opinion can at last make itself heard. A year ago there was nothing of the kind and without the Sabha it certainly would not have come into existence. The Government order advocated the enrolment of members and the establishment of branches throughout the district, and the figures show that an immense amount has been accomplished during the last nine months. In November last I called for a report and by that time there were some 3,500 branches and 17,95,623 members. Since then there has been more progress. By the same time voluntary contributions had reached nearly 2½ lakhs and the Sabha had been responsible for the distribution of 20,00,000 leaflets and pamphlets. The idea of the Publicity Department in its propagandist and educative activities is that it should now work regularly through the Sabha machine, which will become more and more de-officialised as the movement takes root and appeals to the imagination of the people. I confidently expect that with the continuance of official support during the six incipient stages we shall achieve this result.

The Moderate Press.

The Vernacular press in these provinces is on the whole very disappointing. There is only one paper with any large circulation and that is entirely anti-British. The complaint of editors generally is that from the Government point of view their circulation falls off. The attitude of the so-called moderate press is to show sympathy with the Congress ideals, the Congress leaders and the nationalist movement. In the absence of any well-organised party system in India this is quite natural. Moderate vernacular papers, as a rule, are run by men from official manner. Their staff is small. The editors write directly and except on the staff of one of the extreme anti-British papers, there are few good writers with [illegible] of

[illegible]

(87.

what professional journalism means. I have been trying to get them to open their columns for interesting general information which I give them, as well as for the publication of Government Communiques and a certain amount of success has been obtained, especially since the appointment of my Indian Assistant Mr. Zafar Omar. The difficulty is that they require to be supplied promptly with vernacular versions of articles and news, and for this purpose I require an efficient and numerous staff whose only duty will be the turning into vernacular of everything which concern the public. There is a great need of the development of the department in this respect. I look upon a strong translating department as an essential branch of the Secretariat. The only means we have of communicating with the great mass of the Indian public is through the vernaculars, and we can only influence the tone of the Press by giving copious vernacular material. The vernacular press relies at present upon the news and leading articles which it laboriously translates from English. In seeking material it - - naturally goes to the most spicy of the extemist papers.

PAMPHLETS AND LEAFLETS.

5. I have been producing a constant stream of pamphlets and leaflets during the year, dealing largely with the non-cooperation movement and taking up all matters in which public opinion ought to be assisted, as they from time to time emerged. We have dealt with all kinds of false rumours and misrepresentations of Government action in the fullest manner possible. Perhaps the best line which we have developed has been that of Questions and Answers. I have got these questions from reports of what is said at public meetings and from statements in the press. I have been greatly helped by Indian correspondents in getting suitable answers. We have published in October an edition of these questions and answers in book form and they have been very acceptable to the people at large and from a kind of vade mecum for lecturers, propagandists and students of the - political situation generally. I am continuing this series. We

have

[illegible] publication [illegible] a number of the [illegible] Government Presses. Some, 2,50,000 only have been printed in English and the remainder are in the vernaculars. In the work of translation I have been greatly assisted by the staff of the Indian Information Journal. In fact without their help I don't think we could have achieved such results. We also print [illegible] 11,50,000 at private presses.

Publicity Department.

The Publicity Department is at present only on a temporary basis from year to year upon the vote of the Council. Last year the whole question was fought out and the Council passed a budget amounting to Rs.2,21,000 for the Publicity department and the I.F. Journal as a whole, and we shall again have to run the gauntlet of opposition in the Council. I believe that it is generally recognised that our activities have been useful, but the growing Nationalist Party always raise opposition on lines which it will be difficult to answer. My own view of the necessity of this department has been [illegible] that it should be definitely put on a permanent basis. It must be recognised that a department is essential in the constitution for the purposes of establishing communication between the Government and the public. This will be true whatever the autocratic or bureaucratic character of the Government changes. At present we are in the transition stage, but every one recognises that power has come to the Council and therefore to the electorate. This will be more and more difficult in the near future. The electorate and the press must be informed what it means, and the Government must have some [illegible] of educating and leading them while the changes are being made. I see no means of doing this except as I said above, training up a competent bureau of information and propaganda in the provinces. Of course this means a great [illegible]

(89)

of expense in printing and paper, but with the development of the Aman Sabhas, which I hope for, the burden of this will fall less and less on Government and there will be less necessity for sending out vast number of leaflets and pamphlets. The material may be supplied to the Aman Sabha and means may be found locally for its reproduction.

UNITED PROVINCES JOURNAL.

7. We have again to consider the desirability of continuing this journal throughout another year. The net financial result of the year is that the cost of the Journal has fallen from Rs.75,000 in 1920-21 to a little below Rs.50,000 in the current year. For a month or so at the beginning of the year the orders directing that all free distribution should cease were not fully carried out, but excepting for complimentary copies to Members of Government, the Press and other Provincial Publicity Departments all the copies are now paid for. We managed to keep up our list of subscribers, though many subscriptions ~~xxxxxx~~ expired during the year. I have plenty of evidence to show that the U.P.Journal is appreciated by the Aman Sabhas and the reading public wherever it is known. Above all it enables us to get quickly into print and so to make available for future use a great mass of very valuable material. The Public health, medical, agriculture and irrigation series of leaflets which I have started during the year have all appeared first of all in pages of the United Provinces Journal. I shall feel that a very valuable means of educating public opinion by comment and original matter had been taken away if the Journal were to be discontinued.

Office of the Publicity Commissioner,

D.O.No: 159. United Provinces,

Dated Lucknow, the 11th January 1922.

Dear Sir,

I beg to acknowledge receipt of your letter of the 5th January and in reply to state as follows:-

Aman Sabha is the name which was generally adopted as a suitable vernacular equivalent for Anti-Revolutionary League. Some districts but only one or two preferred the name Liberal League but this must not be confused with the Liberal Federation which is a purely political body and has no connection whatever with the Government. These Sabhas or Leagues were started in the United Provinces in April 1921 in all districts. They may be said to have originated in a proposed Reform League started by Mr. Quadri an Aligarh Barrister, But it was found that without official support this league made little headway. The aims and objects were however practically those which have been accepted by the Aman Sabhas. The idea was to have a platform for all lovers of peace and order who consider the activities of the non-cooperation to be harmful to the best interests of the country and as leading inevitably to Revolution. The Associations were also desired to be centres for propoganda by means of holding meetings in towns and local areas and by distributing leaflets and pamphlets on current topics in order to educate the masses. Districts Officers were required to initiate these associations and they are still the driving power behind the organisation. Cooperation between Governments Servants and people of the moderate school quickly developed the associations into useful institutions for mass education and branches of these have been opened in almost all the Tahsils and some of the villages. The constitution and activities of these associations vary according to local conditions. Each association has an executive committee to control its activites and finanees. Where suitable non-officials are available they are appointed as chief office bearers. I should recommend your asking the Secretary of either the Aligarh, Agra, Hardoi, Lucknow or Balia Aman Sabha for a copy of their aims and objects as set

as set forth at their first meeting in order to give you a clear idea of what they are. Each District has an executive committee of the Aman Sabhas with branches in Tahsils and large towns with the District Magistrate as President, if a suitable non-official of influence and capacity is not available. In most districts the Secretaries are non-officials and Deputy Collectors in a few Districts. Members are enrolled, some times on payment of a nominal subscription.

The Publicity Commissioner has nothing to do with the finances of the Sabhas. These are controlled by the Executive Committee in each District in consultation with the District Officer.

However he exercises no more control over them than consists in directing the general policy and advising them in the selection of literature and supplying them with useful leaflets and pamphlets and suggesting to them new lines of action. Anything which suggests working on hard and fast lines and prevents spontaneous developments is to be avoided. We do not want an Aman Sabha manual!

The Publicity Commissioner or his Committee take no responsibility for the literature published by the Aman Sabhas on their own behalf, but the District Committees and the Collector consult together in all such matters and decide what material should be published in view of the local conditions. They usually send us copies of their own literature. It is examined and in case of being useful it is circulated to other districts by way of specimen with suitable modifications.

I may add that an Advisory committee of the Legislative Council consisting of 12 members, with the Publicity Commissioner as Secretary and Member, has been formed to advise the Publicity Commissioner in matters of general policy. Important pamphlets are first sent to the Members for opinion and all literature issued by the Department goes to them for information.

I have every confidence that these associations will prove in

usefulness

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usefulness from year to year and take a prominent part in the political and social development of the Provinces. To my mind they should give a permanent spere of work to all interested in saving India from Revolution and in educating the new electorate and the masses in the broadest sense possible. No social work which aims at enlightenment and uplift need be outside the range of the Sabhas. We plan the organisation on permanent lines and hope that it will reach the remotest village in the course of time. I shall be glad to give you any further information you want and shall welcome any suggestions you can make.

Yours sincerely,

(Sd). J. E. Goudge.

To

N. R. Chandorekar, Esq.,
Publicity Officer,
Nagpur, (C. P.)

NMV.

G. R. S. G/33]

GENERAL AND REVENUE SECRETARIAT.

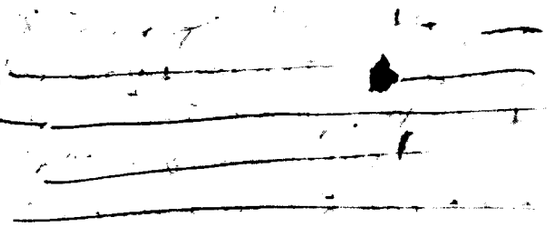
(*Continuation sheet draft form.*)

Dear Major Plowden.

I am desired to acknowledge with thanks the receipt of the copies of papers relating to the Publicity Bureau organised in the United Provinces and Madras forwarded with your D.O. letter No 2921 of the 28th March 1922 and memo No 3216 of the 7th April and to add that the Editors of the Vrittanta Patrike, Mysore, and the Vartaliyara Patrike, Bangalore, are agreeable to publish the bulletins issued by the Madras and Bombay Govt Publicity Bureaus

which [illegible] are the Kannarese papers [illegible] the largest circulation in the State

WD 2230—GPB—1,00,000—28-7-20



R. S. G/33]

GENERAL AND REVENUE SECRETARIAT.

(Continuation sheet draft form.)

No 47/35 & 4/7/22

The Editor Empire

Sir

Dear Sir,

I am desired to invite your attention to this Office letter No 53-47-4-68 the 28th February 1922 regarding enquiring whether you can find space in your paper to publish bulletins issued by the Publicity Bureaus of Madras & Bombay ~~in regard to the real political situation in India~~ and to request the favour of an early reply thereto.

Yours Sincerely

Sd/-

Asst Sec

WD 2230—GPB—1,00,000—23-7-20

No. C/1997/429

THE RESIDENCY,
BANGALORE.
1st August 1922.

Dear Mr. Matthan,

Would you please refer to your demi-official letter No. 138/P.P., dated the 8th July 1922, regarding the publication of bulletins, issued by the Madras and Bombay Publicity Bureaus, in certain Mysore Newspapers. Would you kindly let me know how many copies would be required of each publication, and whether English copies would do or whether it is essential that they should be in Kanarese.

Yours sincerely,
J Bowring

To,
K. Matthan Esq., B.A.,
Chief Secretary to the Government of Mysore,
Bangalore.

No 138/RP. & 8/7/22

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Dear Major Plowden,

I am desired to acknowledge with thanks the receipt of the copies of papers relating to the Publicity Bureaus organised in the United Provinces and Madras forwarded with your D.O. letter No.2921 dated the 28th March and memo No.3216 of the 7th April 1922 and to add that His Highness' Government have given up the idea of forming a Publicity Bureau in the State. As regards the publication of bulletins issued by the Madras and Bombay Bureaus the Editors of the Vrittanta Patrike, Mysore, and the Vokkaligara Patrike, Bangalore, which are the Kanarese papers having the largest circulation in the State, are agreeable to publish the bulletins The Editor of the Mysore Star, which is another important Kanarese paper, has also been addressed, but his reply has not yet been received.

Rdg from K. Mallaiah 8/7/22

Yours sincerely,

Chief Secy

To

Major C.T.C. Plowden, I.A.,
Secretary to the Resident in Mysore.

5/7/22

G. R. S. VI—G/32]

SUBJECT.....

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*Diary No. of letter replied to*_____

General and Revenue Secretariat

( )

, the *. 191 .*

Date of issue 4/8/22

Signed by K. McArthur

Section

File No.

Serial No.

No. 602/PP
8.4/8/22

To

The Secy to the
Resident
Dear Major Bloodworth
With ref: to your
D.O. letter No. C/1991/429
of the 1st inst regarding
the publication of bulletins
issued by the Madras and
Bombay Publicity Bureaus,
in certain newspapers,
I am desired to state
that 5 copies of each

over.

publication would be required and that if it would be more convenient ~~is essential that~~ ~~that~~ ~~they~~ 4 of the copies should be in Wellington.

Yours faithfully

Chief Clerk.

List of enclosures.

Copied by

Examined by

CB-760/98

D.O.No.C/2061/42[illegible]

THE RESIDENCY,
BANGALORE.

26th August 1922.

Please acknowledge with thanks by yr

Dear Mr. Matthan,

With reference to your demi-official letter No. 602/P.P., dated the 4th August 1922, I am desired to say that the Government of Madras have agreed to supply the bulletins issued by their Publicity Bureau required by the Mysore Durbar. They have been asked to send the bulletins direct to the Chief Secretary to the Government of His Highness the Maharaja of Mysore.

The Bombay Government were not addressed in the matter as we hardly ever receive any bulletins from their Publicity Bureau.

Yours sincerely,

J. Brown

To,
K. Matthan Esq., B.A.,
Chief Secretary to the Government
of Mysore,
Bangalore.

G. R. S. VI—G/32]

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SUBJECT.....

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Diary No. of letter replied to.....

General and Revenue Secretariat

( )

, the *191* .

Date of issue 7-9-22

Signed by Wm K. Heathcote

Section

File No.

Serial No.

Do No. Pol. 220

To

Dear Major Plowden

I am desired to acknowledge with thanks the receipt of your D.O. Letter No C/2061/429 of the 26th August 1922 regarding the supply of the bulletins issued by the Madras Publicity Bureau.

I am further to request that the terms of this business Govt may be Communicated to the Govt of India for their guidance keeping in view the fact that Buckley agent of Buckley there bulletins

Yours Sincerely

Sd/-

4/9

for Chief Secy

over.

MW
4/9/22

G. R. S. VI—G/32]

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SUBJECT.....

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Diary No. of letter replied to.....

General and Revenue Secretariat

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Date of issue 10.11.22

Signed by Dm C.S.R.

Section Gen

File No. 69-22

Serial No. 1

No. O. 2660

To O. M.

It has been arranged to receive 5 copies (1 English 4 Kannada) of the bulletin of the Madras Publicity Bureau as are issued from time to time. ~~and the exchange of the bulletins etc.~~ ~~Deputy Secretary (R.S.)~~ will ~~arrange for~~ the prompt ~~of~~ distribution of 4 copies of the bulletins to the Editors of the Vrittanta Patrike, Mysore and the Vokkaligara Patrike, Bangalore the remaining 3 copies being ~~kept similar~~ kept in reserve for supply on request.

B. O.

The clerk in charge of the Newspaper Intelligence Office, Blue Book Journal etc. ~~to whom the copies will be sent on receipt~~ will be responsible for

Copy ✕ to Secy

To the Compiler, Blue Book for Genl Secretary.

To the Dy Registrar (Judl)